Season's Greetings From

MAD IND

No. 276
January
1988

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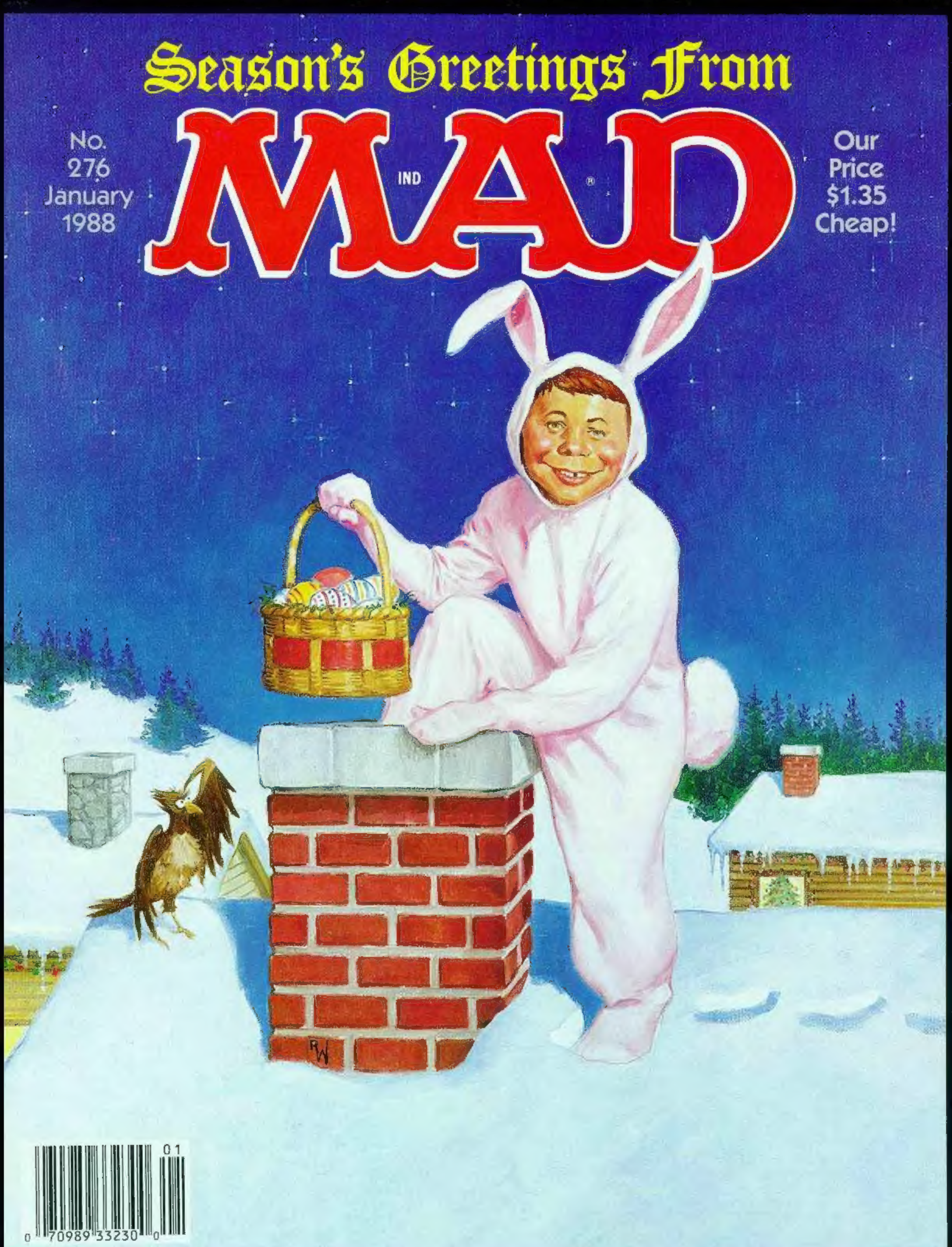

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NUMBER 276 JANUARY 1988

MAD

"Nothing like a little exercise to change a person's life—especially if it's a walk down the aisle!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* ANNE GAINES *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

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VITAL FEATURES

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UPDATED CHILDREN'S BOOKS Pg. 9

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"THE UNWATCHABLES" (A MAD MOVIE SATIRE) Pg. 27

"PREDECESSOR" (A MAD MOVIE SATIRE) Pg. 43

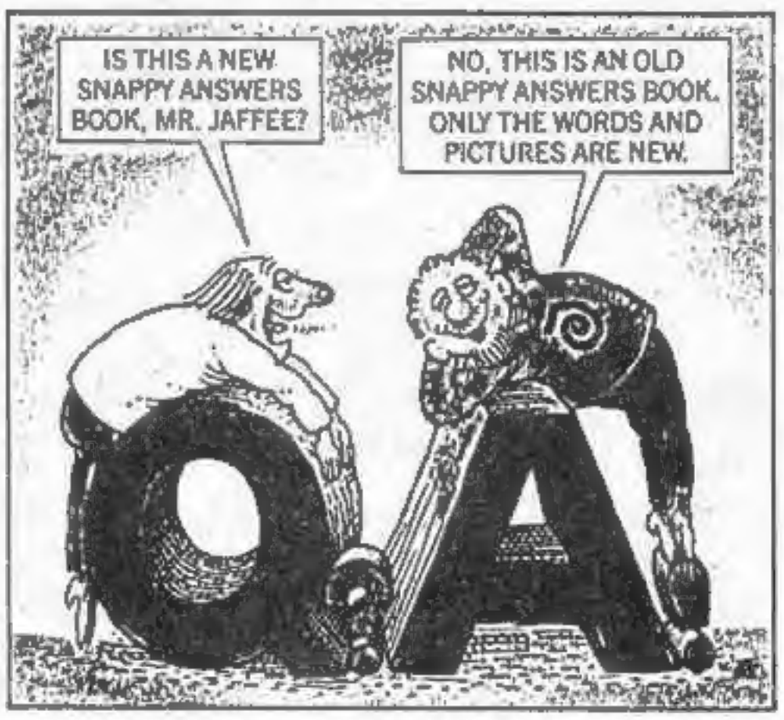
JUST WHEN YOU THOUGHT YOU HAD ALL THE ANSWERS...

31513WPS

ONCE AGAIN MAD.'s Al Jaffee SPEWS OUT "SNAPPY ANSWERS to STUPID QUESTIONS"

SNAPPY #6

0-446-34361-7 $2.95 (US) 0-446-34362-5 $3.95 (CAN)



IT'S VERY FUNNY!
IT'S AVAILABLE NOW!
IT'S AT BOOKSTORES EVERYWHERE!
ANY MORE STUPID QUESTIONS???

LETTERS AND TOMATOES DEPT.

GIVING CREDIT WHERE NO CREDIT IS DUE

Last week I was at a restaurant with my friend and used your "No-Credit" cards from MAD #274. We are now serving a one-year sentence for fraud.

Evan Pranhall
Manhasset, NY

We're sorry to hear that, Evan. But so long as you're in the slammer, give our best to Sean Penn (provided he's not out of jail filming a movie!)—Ed.

WORLD LANDMOCKS

In the article "Little Known World Landmarks" you forgot the EMPIRE STEAK BUILDING!

Karl Manis
Shaw AFB, SC

We understand your beef. We were going to include it, but illustrations of the Empire Steak Building are rare and never well done! And that's no bull.—Ed.

NO PROBLEM!

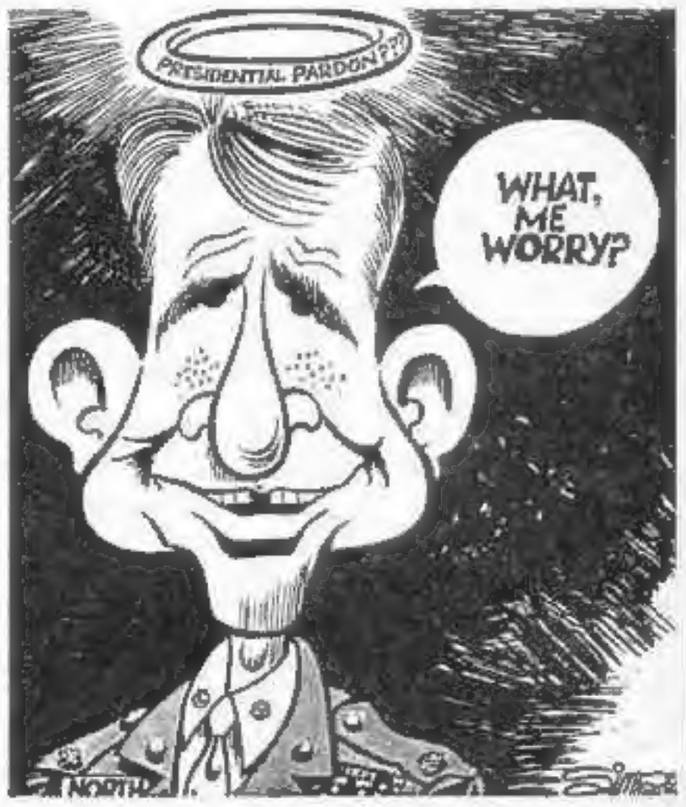
From the looks of things, Alf liked our spoof of his hit show (MAD #272) as much as a nice hot "CAT"-serole!

NORTH JEST TERRITORY

Is MAD artist Harry North a relative of Col. Oliver North?

Tom Starling
Valley City, OH

No one wants the truth to be known more about this than we do. But respectfully, we must decline to answer on the grounds that it may incriminate Harry! – Ed.



Steve Johnson of Tulsa, OK sent us this editorial cartoon from the Tulsa Tribune. We pardon you, Steve!

DIRTY LAUNDRY

I was reading "Legal Wreckin'" by Dick DeBartolo and Angelo Torres when I came to the joke about bullets bouncing off an over-starched shirt. You used the same joke in "Knut Rider," (MAD #241, Sept. '83) done by DEBARTOLO and TORRES! Did you think you could get away with it unnoticed?!

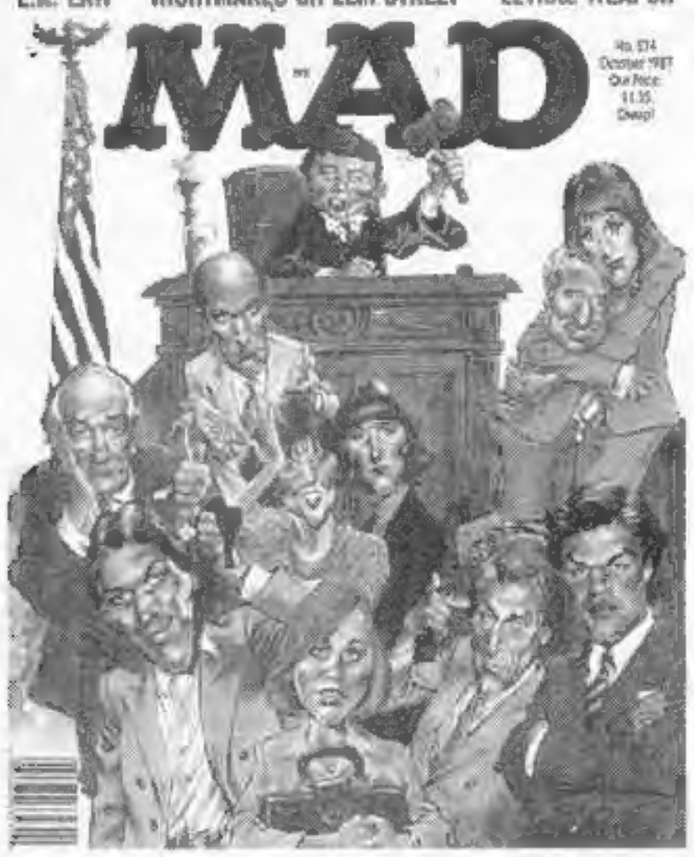
Crip Erickson
Minot, ND

There's a simple explanation: Mel Gibson and David Hasselhoff have been taking their shirts to the same cleaners for years! What we want to know is, did you think you could get away unnoticed with an overstarched name like "Crip"?
– Ed.

Micro!! Those bullets bounced right off your chest!!
I know... thanks to Bunny, the girl who takes care of Kitty and me!!
Does she make you wear a bullet proof vest?
No, she puts too damn much STARCH in my tee shirts!!

"Knut Rider" MAD #241

"L.A. LEWD"



Steven Bochco August 6, 1987

MAD
Department 274
485 Madison Avenue
New York, New York 10022

Dear MAD Magazine:

Great artwork.

Great writing.

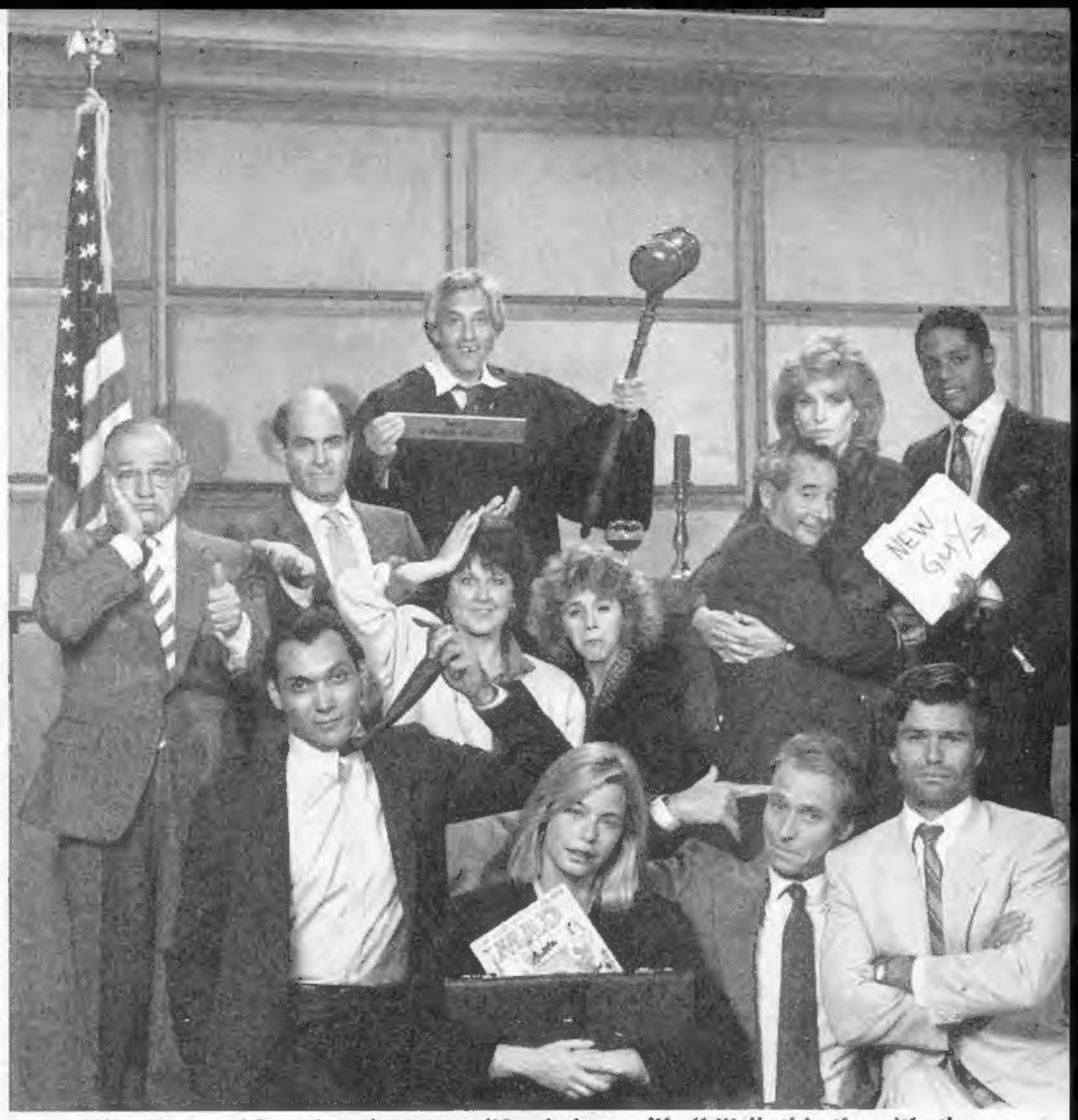
We hereby grant you by virtue of the power vested in us by NBC and 20th Century Fox, an honorary L.A. LAW degree.

Sincerely,

Steven Bochco.

The Honorable Steven R. Bochco

SRB:mf



There's an old saying that goes "Art imitates life." Well, this time it's the other way around! Mainly, the cast of "L.A. Law" imitating MAD! The stars of the NBC series were so taken aback by the cover of MAD #274 that they decided their only legal recourse was to pose for a photo copying our cover. We thank them, but wish they had sent the picture a few months earlier—it would have saved cover artist Mort Drucker a lot of work! Pictured are: Front row: Jimmy Smits, Susan Dey, Corbin Bernsen, Harry Hamlin. Middle row: Richard Dysart, Alan Rachins, Susan Ruttan, Michele Greene, Michael Tucker, Jill Eikenberry and "new guy" Blair Underwood. In the back is "L.A. Law" Producer Steven Bochco doing an Alfred imitation!

"ELM STREET"

I'm a reporter for the South End newspaper in Detroit, and I recently interviewed Robert Englund, who portrays Freddy Krueger in the "Nightmare On Elm Street" films. When I asked if he was waiting for MAD to do a satire of his films, he answered, "If they do, I'll buy and frame it and put it up in my office!" Thought you'd like to know!

Lucy Kitchen
Detroit, MI

What a coincidence! When we interviewed Robert Englund, he said that if the South End newspaper ever did a story on him, he'd shred it, burn it and throw the ashes into Lake Michigan! Go figure! – Ed.

MORON MAIL

What does the word "Yecch" mean?

Chris Santine
Broomall, PA

A good question. "Yecch" is an old Yiddish word that when loosely translated means "Berg." – Ed.

FAN LETTER OF THE MONTH

DEAR MAD-MEN,
AS A THIRD-REGADE DEVOTEE, I WAS TICKLED TO SEE IN YEE-WEE'S PLAYHOUSE SOME MAINTIES FROM THE PAST: THE MAD DOCTOR, ARTHUR THE PLANT, POTZEBIE, ETC. THANKS.
ARTHUR

Ray Coshow
San Francisco, CA

A SUPER SPECIAL COMMENT

I was just reading your Spring 1988 Super Special "MAD Mania" and the article "Questions We'd Like to Ask TV Advertisers." I have one of my own: TO THE COCA-COLA CO. —Is the fact you hired Max Headroom to promote New Coke indicative of your inability to find a human star to endorse the stuff?

Robert Bischoff
Deerfield, MI

Please Address All Correspondence To:
MAD, Dept. 276, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-depressed, stamped envelope!

DEVILED HAM AND SCRAMBLED LEGS DEPT.

Every once in a while, a new movie comes along that's funny, clever and in good taste. Maybe one day we'll be lucky enough to see one! Until then, we'll just have to take whatever Hollywood throws up to us as we try to stomach...

THE WRETCHES OF ECCHFLICK

I'm **Spookie Witchmeat!** In college I **majored** in **fertility!** My husband **left me** because every time we had **sex** I got **pregnant!** How fertile **am I?** I **gave birth** on the first **date!**

I'm **Jade Boffer!** I teach music at the local school! I used to lack **self-esteem**, but **Drool's changed all that!** He's filled me with so much **lust** and **desire** that now I'm **proud** to be a **bimbo!**

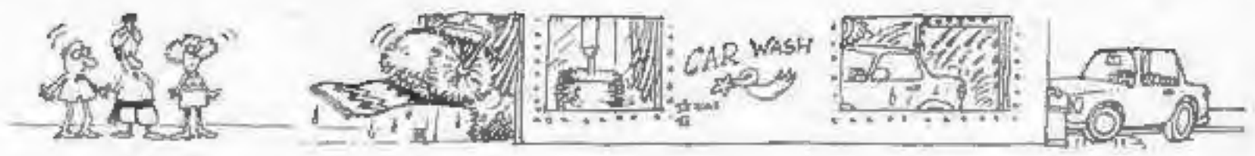
I'm **Abracadabra Bedbird**, one of Drool's **sexual conquests!** To me, he's **gross, vulgar, sickening** and **emotionally retarded!** Lucky for him I'm a **pushover** for men who are **gross, vulgar, sickening** and **emotionally retarded!**

I'm **Drool Van Horny,** but my friends call me **Satan!** I'm Ecchflick's one and only **sex-crazed, supernatural weirdo!** I love flaunting my **wealth** and **power,** and when I don't get what I want, I **plead** and **whine** and **carry on** something awful until they **come across!** The way I see it, if I **bomb out** here, I can always make it as a **televangelist!**

$2 EASY PIECES

AT LAST, DE TAIL!

DRUCKER



Operator, we're three girls alone in this big house and we just got an obscene call! Of course this is a complaint! We were cut off in the middle of a heavy breath! Can you please trace it and re-connect us?

Boy, that gets me mad when we get discon-nected!

Well, look at the bright side. At least our toll-free 800 number is starting to pay off! I get to an-swer the next one!

How about if we use our occult powers, invoke a mystical spell and create a Galahad or a Prince Charming?

No one will believe it!

That we can really do it?

No, that three babes with our bodies and looks are hard up for dates on a Saturday night!

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS

Obsessia, I just heard a mysterious stranger bought the Lummox Mansion!

NO, NOT THAT! OUR LIVES WILL BE RUINED! OUR TOWN WILL BE DE-STROYED! WE'RE HEADED STRAIGHT FOR HELL!

She really seems up-set! She's shouting in capital letters!

You should have heard her when the gay bar opened! She screamed in italics!

Some perfect man we've created! He's gross, slobbering and drunk! Are we that stupid?

No—that desperate! Just listening to him is revolting!

To us it's revolting! To him it's foreplay!

Braf...zlug...snore... zlotch...gurgle...yulk!

You're disgusting, yet I feel drawn to you! Why?

Because I can look into your soul! I can see how you've been held back by lesser mortals who've prevented you from being a complete woman!

Then you know about Sonny Bono!

Let's undress! What would you like me to take off first?

Looking at your body, how about twenty years?

Heed my warning! Drool Van Horny has brought sin and evil to Ecchflick!

Try to calm yourself, Obsessia!

I see terrible things for our town! Condom ads! New Coke! George "The Animal" Steele! The Yugo! Tammy Bakker! Smurfs! The Sports Illustrated Swimsuit Issue!

I sure hope she gets back to normal behavior!

In a tight-ass town like Ecchflick, this is normal behavior!

SUPPORTING CAST

GET WELL

You are some incredible teacher... The playing, the fiddling, the stroking, the fingering...incredible!

Thanks! Now do you want to try it WITH your cello?

VILE IN

TALE ABOUT BASS HUMOR

GIVE!

Spookie really digs Drool, but she's got heavy competition!

You're referring to us?

I'm referring to Drool! Nobody can love him the way he loves himself!

THE DEVIL MAKES US DO IT!

JAWS 666

CARNIVAL KNOWLEDG

The tennis balls are soaring thousands of feet in the air! How is it possible?

Drool is doing it.

Do you really believe he can manipulate non-thinking, inanimate objects?

Why not? He's done it with us!

Penn

WILSON

Thanks to Obsessia, the whole town is calling us sluts!

She's had us banned from the 7–11!

She's blaming us for the Patriots missing the NFL playoffs this year!

Nothing to get upset about!

And she's calling you the "Limp Wimp!"

Now I'm upset! I'll just shake up the old hag with my "Life Is Just a Barf of Cherries" schtick—cause she's the pits!

Something's bothering you, Obsessia! Why don't you just let it all out?

BRACK! BARF! SPLAT!

That's more like it!

Clod just killed Obsessia, and you made it happen, Drool! How did you get your evil insane power?

Through reincarnation! In my first life I was a hopeless drunk in "Easy Rider"! Then I reincarnated as a radical weirdo in "Five Easy Pieces," was reborn as a nut case in "One Flew Over the Cuckoo's Nest" and came back again as a homicidal maniac in "The Shining"!

OBEDIENCE SCHOOL

Why is Spookie bent over in pain?

Because Drool is sending destructive impulses through the atmosphere to her body!

Gee, if he had only sent them by the U.S. Postal Service—she never would have received them!

I'm sorry but we can't help her. She doesn't have the "mysticism curse" rider in her Blue Cross policy...

DR. GUA

We created Drool! Now we must destroy him by using this voodoo doll! I'll stick a pin in his leg to cause incredible pain...

And I'll stick a pin in his arm to cause even more pain. What are you going to do, Abracadabra?

Let me think... Hmmm—I have this electric pencil sharpener...

We'll jab him until he screams in pain!

When I said "Give from way down deep," this isn't exactly what I had in mind!

Make him vomit until he coughs up a major organ—and moviegoers cough up their Goobers!

Something tells me there was something wrong with those cherry pies I made for the church bake sale!

I got that yucky stuff over half my face!

The worst part is the Bible says we gotta turn the other cheek!

BARF FLY

...And finally obliterate him!

BLAM!

Drool's back in the supernatural world and each of us has his child! Do you think people will know he was the father? After all, the babies do look like Drool!

And sound just like Drool!

And especially...

FROM THE MOUTHS OF BABES

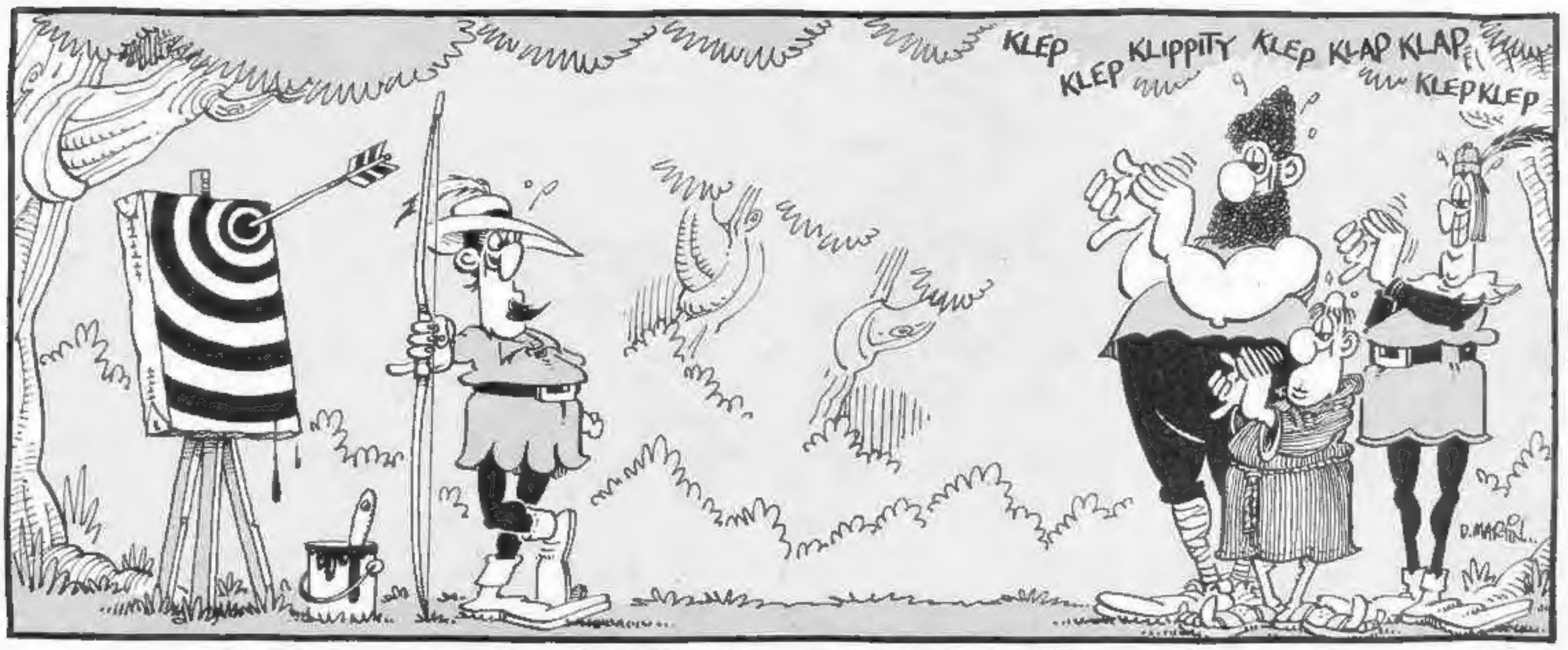
THROW UP LIKE DROOL!!

Barf!

Bleeah!

Braack!

ONE MORNING IN SHERWOOD FOREST



ARTIST: DON MARTIN WRITER: FARES GARABET

SENDAK TO THE FUTURE DEPT.

***Once upon a time, there was a Mommy, a Daddy and a good little girl...*and that was about 1 million years ago! Times have changed! TV and movies have kept up with current reality, but books for kids are way behind! Nowadays, kids don't bring home stray cats and live happily ever after! We know what *really* happens—the kid breaks out in a horrible rash, the furniture gets clawed to shreds, and the kitty chokes on a hairball! It's time to bring young readers into the real world! So we present...**

Mad's Updated Children's Books

ARTIST· GEORGE WOODBRIDGE WRITER· MATTHEW T. SMITH

A HANDGUN FOR HARRIET

By Beaverly Cranky
42 pages; Random Shot House
$11.95 (Ages 8 to 12)

A NAUGHTY little girl cures her younger brother's thumb-sucking problem in this gentle and reassuring story. Realistically illustrated.

BEN BAILEY DOESN'T FLOSS

By Toothie de Pullola
27 pages; Spitner's
$7.95 (Ages 3 to 8)

BEN Bailey's poor oral hygiene causes his teeth to turn green and mossy and drop out one by one. This charming picture book is a humorous and delightful way to frighten impressionable young children into proper dental care. The latest work by the award-winning author of *Billy Doesn't Bathe.*

HAMSTERS DON'T FLY

By O.Y. Vey
58 pages; Little, Brown Animals
$9.95 (Ages 6 to 21)

A GROUP of first graders home from school put their theories about gravity to the test from a friend's tenth-floor apartment. Illustrated in full color.

CREEPY HOWARD

By Shelved Silverspleen
14 pages; E.P. Dullwitted
$12.95 (Ages 6 to 9)

A CRUEL joke embarrasses a bashful country boy on his first day in school. Will he grow to overcome his shyness and make friends—or will he bring his softball bat to school and take the law into his own hands?

TABBY HAD PUPPIES!

By Morose Sendback
62 pages; Holeton Mutant
$7.95 (Ages 8 and up)

YOUNG Jim Feisterbrat uses his Apple home computer to reprogram the genetic structure of the family cat—with zany results.

MUFFY'S MYSTERY

By. A.A.A.A. Enlim
122 pages; Gee Pee Tantrum's Sons
$27 95 (Ages 2 to 10)

PRE-TEEN sleuth Muffy Hildebrandt is hot on the trail of the mysterious prankster who stole her Uncle Bob's blood pressure pills and replaced them with salt tablets. A warm and whimsical whodunit for young children.

DOLLY AND THE MOSQUITO

By William Sting
30 pages; Scholastic Swamp
$19.95 (Ages 3 to 8)

WHILE on vacation in Florida, young Dolly Pepper befriends Morris the Mosquito and contracts malaria in the process. A "pop-up" picture book for beginning readers

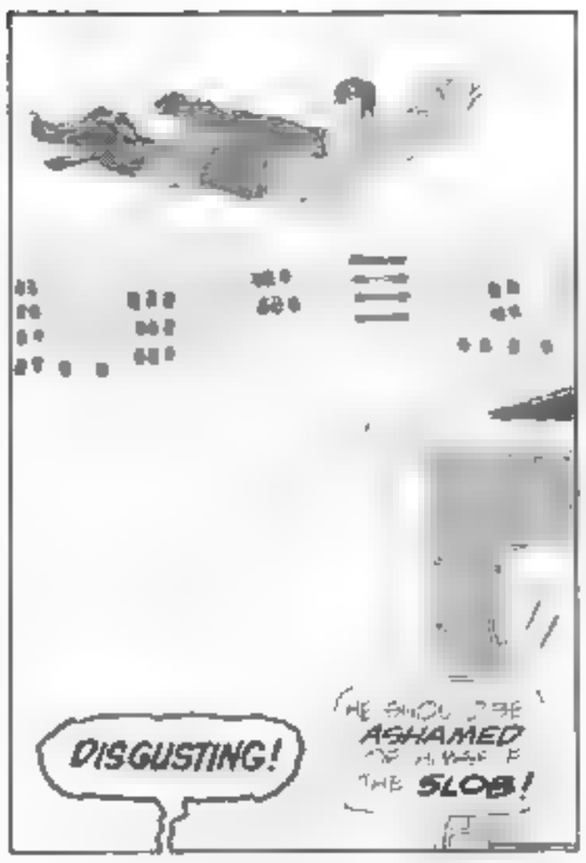
TERRIBLE TOM'S DAY IN COURT

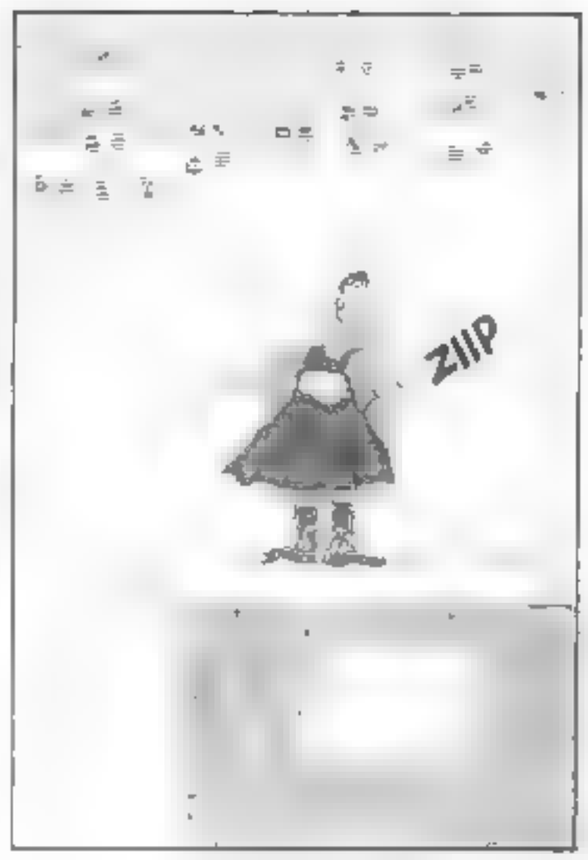
By Jean de Brouhaha
114 pages; Wapner & Row
$13.95 (Ages 7 to 8)

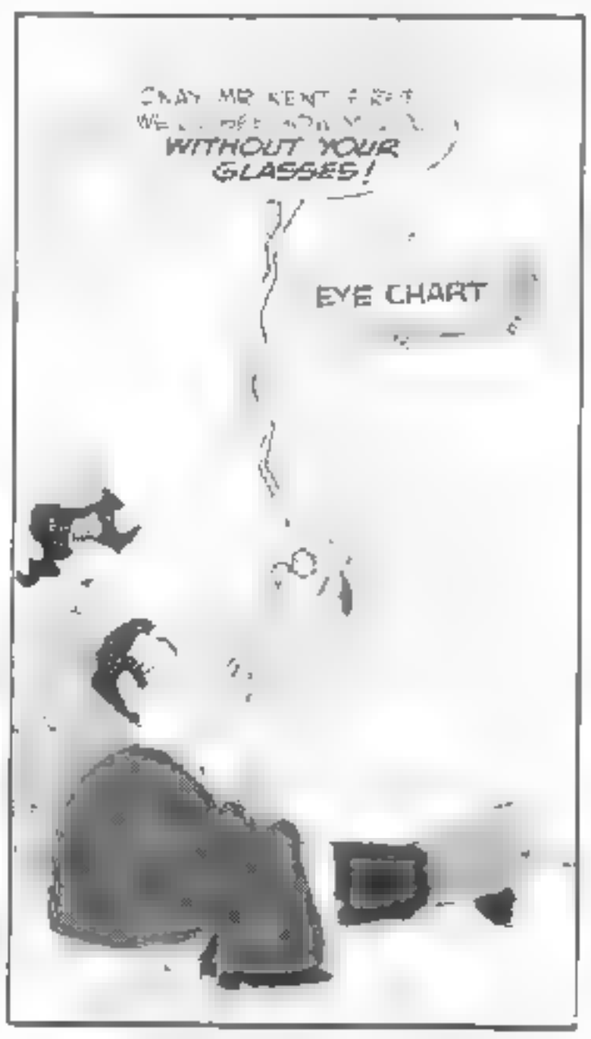
TERRIBLE Tom is the biggest boy on the playground and the meanest bully in school—until an enterprising young victim learns to fight back, slapping Tom and his parents with a six-figure lawsuit.

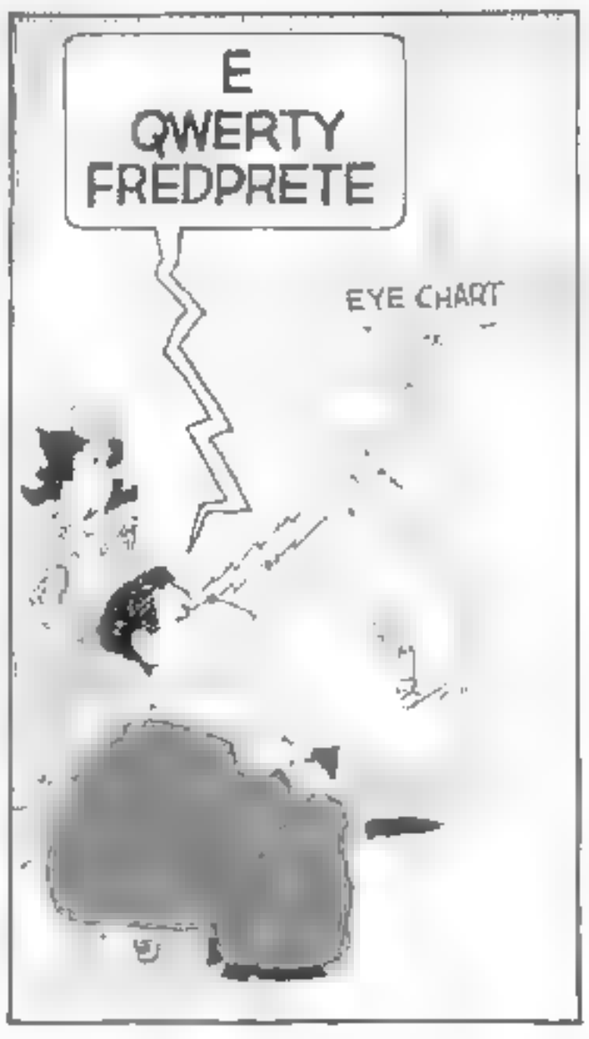
TALES FROM THE CLARK SIDE DEPT.

Duck Edwing looks at SUPERMAN









I KNEW IT! YOU ARE SUPERMAN! WHAT A SCOOP! I'M GOING TO MAKE THE HEADLINES! NOW THE WHOLE WORLD WILL KNOW THAT CLARK KENT IS SUPERMAN!
RRRRIP

ARTIST AND WRITER:
DUCK EDWING

AHH... AHH... AHH...

PERRY WHITE

DAILY PLANET

I'VE GOT A FEELING THAT CLARK KENT IS SUPERMAN!

CLANK!

ANYTIME ..

SUPERMAN! HAVE YA SEEN LOIS?

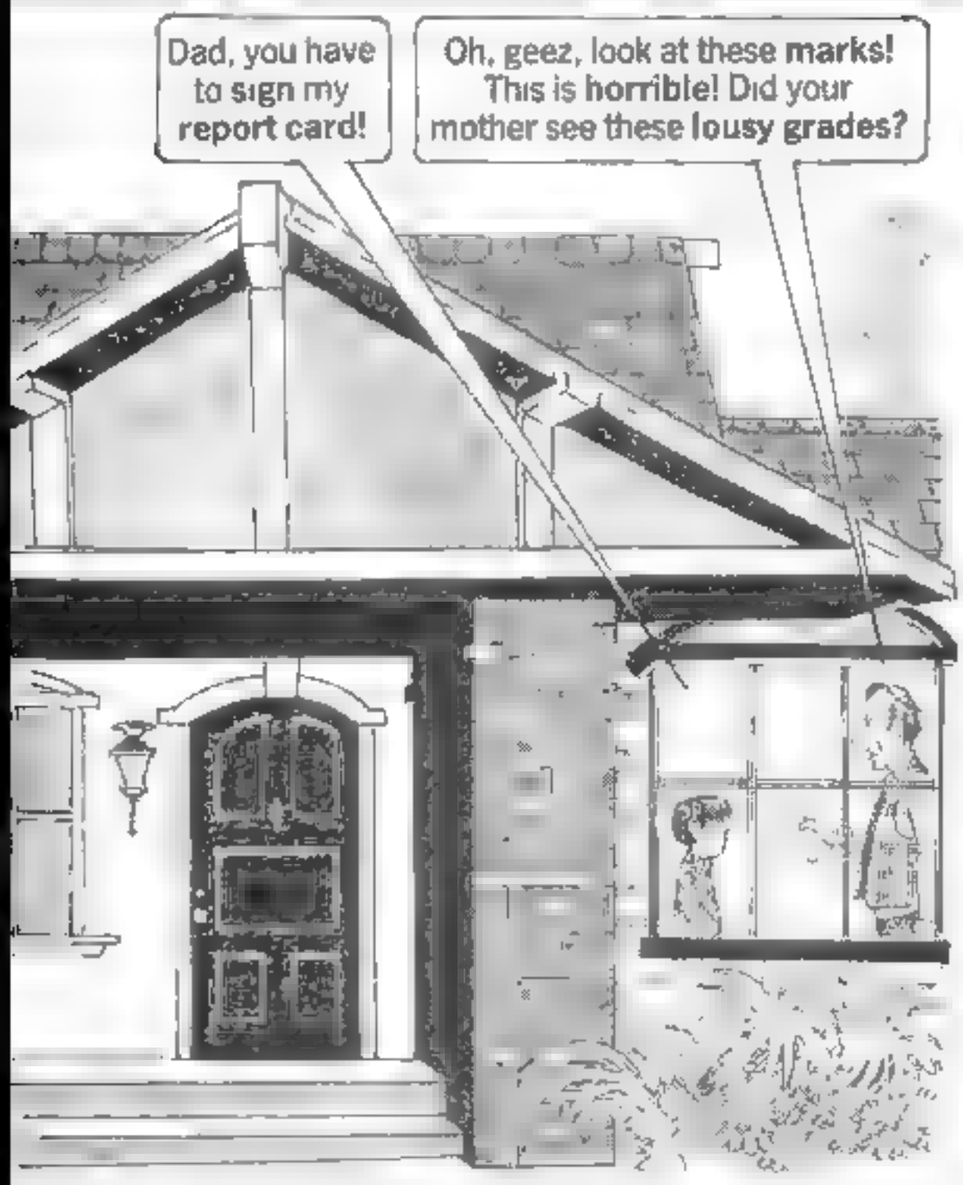
NOPE...

GLUG! GLURP! SLURP! CHOMP!

SLURP!

TROMP! TROMP! TROMP!

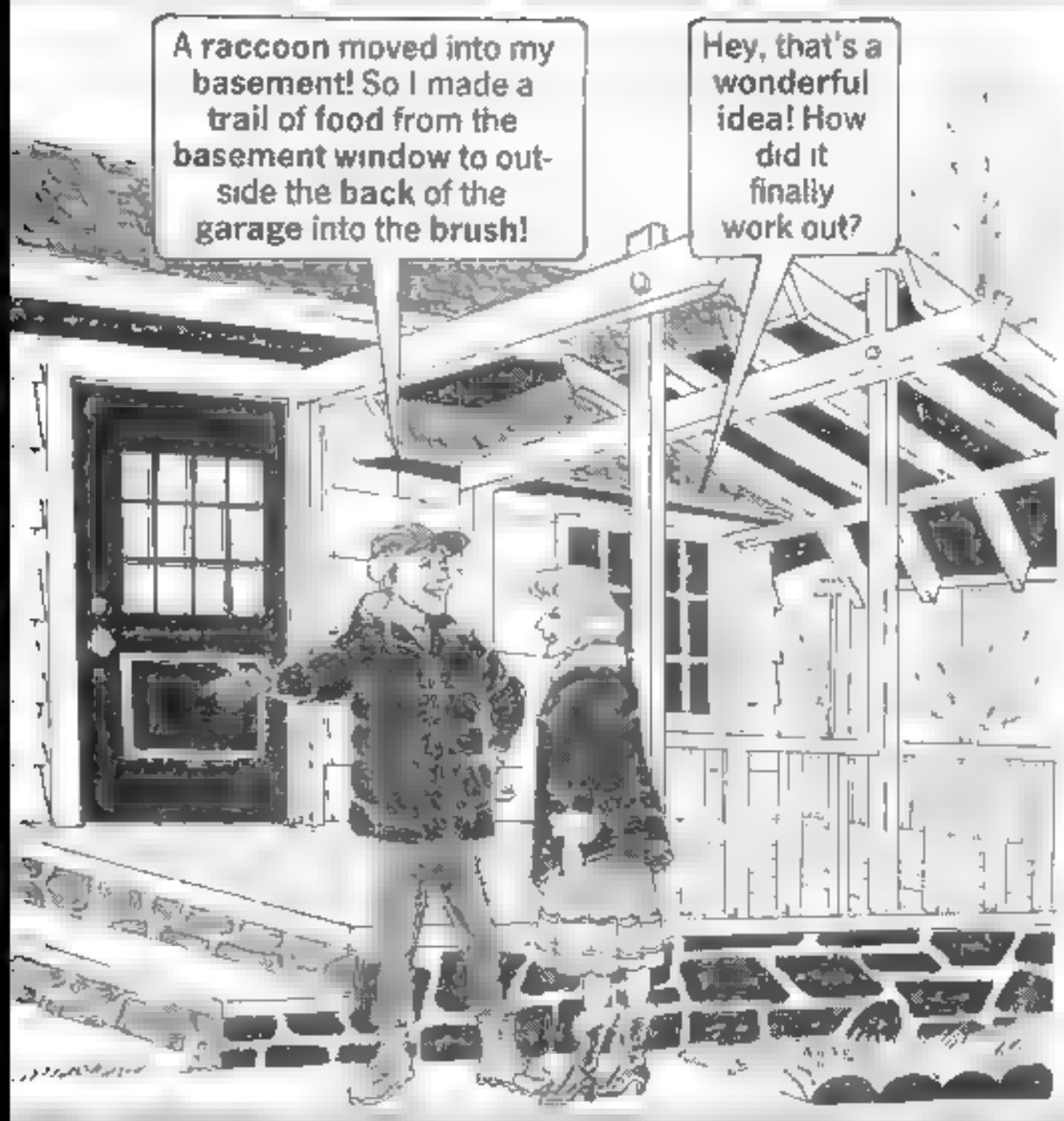
REPORT CARDS



BERG'S-EYE VIEW DEPT.

THE LIGHTE

PESTS


A raccoon moved into my basement! So I made a trail of food from the basement window to outside the back of the garage into the brush!
Hey, that's a wonderful idea! How did it finally work out?

IN-LAWS

As Neil's mother, I'll always treat you with respect, Mrs. Wessel! I wish I could treat you more as a friend, but I'm afraid you won't let me! The truth is that you've never said a word to me that isn't some form of criticism!
Oh, you're very mistaken, child! I would never criticize or find fault with my son's wife! I'd love to sit down and talk to you about it...
but with the way you keep this apartment, I can't find a clean chair!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

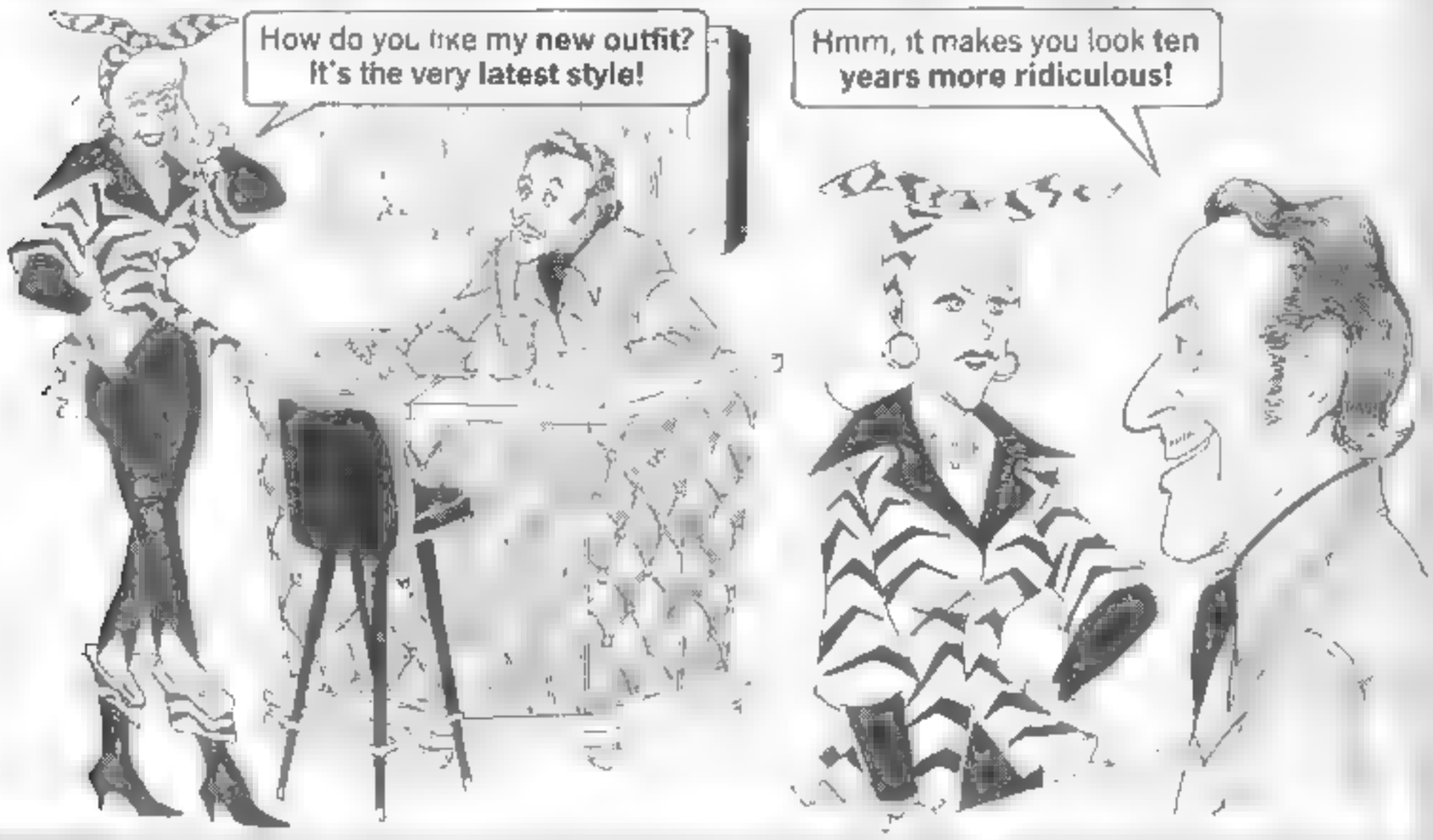
DIVORCE

Hi, Carol! Haven't seen you here in a while! How's your husband?
You mean my ex-husband! Tom and I were just divorced!
Oh no, not you, too? What happened?
Well, I saw signs of Tom's problems very early on...
...as we were leaving the wedding reception!

CARS

Dad, for years you've been pouring all that money down the drain for expensive car insurance, right?
Well, now at last you can get some of it back!

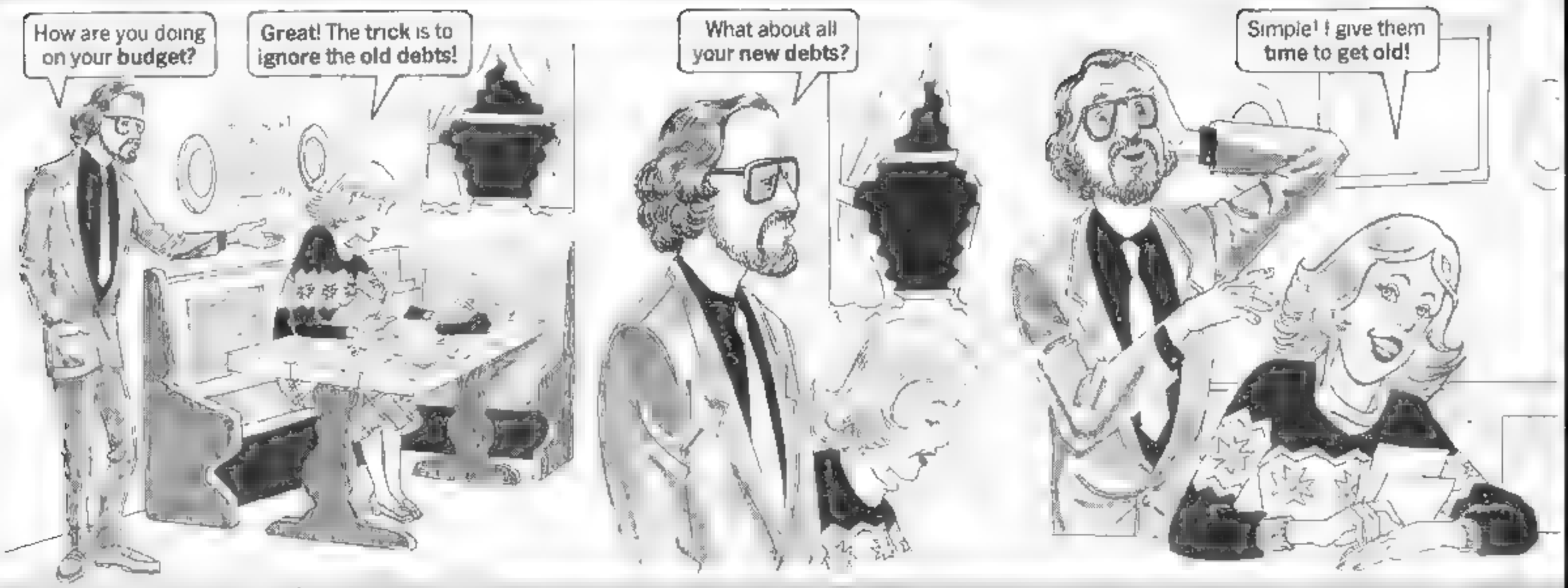
FASHION



EMPLOYMENT

CRIME

FINANCES


How are you doing on your budget?
Great! The trick is to ignore the old debts!
What about all your new debts?
Simple! I give them time to get old!

PHYSICAL FITNESS

My doctor told me to slow down!
How do you feel about your son pumping iron?
I'm annoyed! Around a gym he can lift over 200 pounds...
..around the house he won't lift a finger!

SCHOOL

Thank goodness this class is over! What have we got in the next period?
Huh? Oh, just a minute! I'll check out the schedule...
What class was this one?
MAKE WAR NOT LOVE IT'S SAFER
53

APPOINTMENTS

Let me tell you, weekend tennis really lets you know how out of shape you can get sitting behind a desk all day! I've got pains in my back, arm, and legs!
I know! It's wonderful!
Wonderful? How do you figure that?
I'm a chiropractor!

GIVING THANKS

Teddy, tonight it's your turn to say grace!
Thank you, oh Lord, for the food we are about to receive...
...except for the yechhy cauliflower!

DOCTORS

WITHHOLDING TACTS DEPT.

We've all heard TV announcers blab about the results of an "independent nationwide survey" which supposedly proved how dearly we love their product. But ever wonder why those independent surveys always produce the results advertisers want? To get to the bottom of this, we conducted our own independent survey—through the waste baskets of big agencies! Unsurprisingly, we found all the negative results conveniently tossed out, while only the favorable pieces survived. So, get ready, 'cause here's part of MAD's newly found collection of..

NATIONWIDE SURVEY RESULTS THAT ADVERTISERS NEVER TELL US ABOUT

ARTIST: PAUL COKER WRITER: TOM KOCH

THE SURVEY RESULT THEY TELL US ABOUT:

"Nine out of ten amateur photographers say they get brighter, sharper pictures with our new improved $35 Pilleroid than they do with a $600 Thumbtax."

THE PART WE'RE NEVER TOLD:

The $600 Thumbtax is the professional model with manual focus, hand-held light meter and complex f-stop setting that nine out of ten amateur photographers will never be able to operate properly.

THE SURVEY RESULT THEY TELL US ABOUT:

"We studied the performances of seven leading types of investment; and we discovered that mutual funds have outgained all the others."

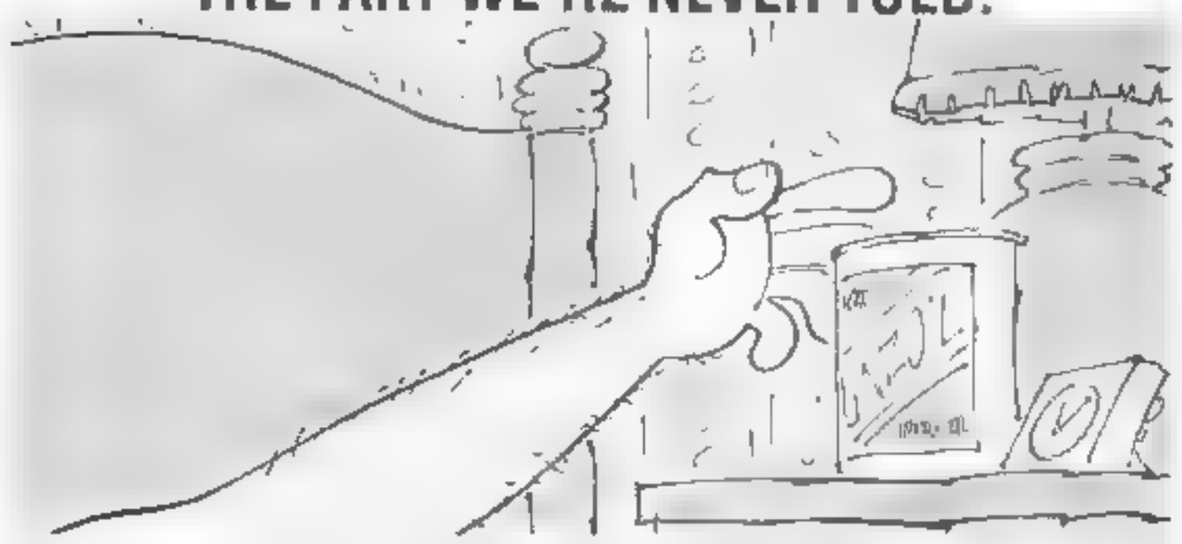
THE PART WE'RE NEVER TOLD:

The six investments they outgained were: state lottery tickets, Bolivian diamond mines, Las Vegas slot machines, the Irish Sweepstakes, football parlay cards and chinchilla breeding.

THE SURVEY RESULT THEY TELL US ABOUT:

"Talking with race car drivers on the NASCAR circuit, we found that 28 of this year's winners use Punzoil."

THE PART WE'RE NEVER TOLD:

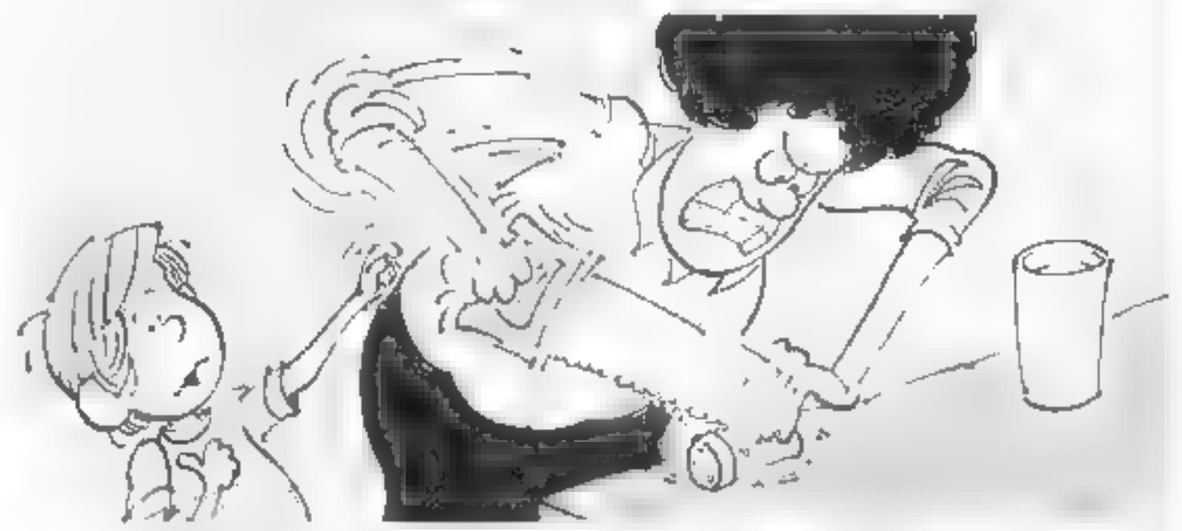


Of those 28, 12 put it in their crankcases, 10 mix it with vodka, 5 use it to hold their hair in place and you wouldn't believe what the other one does with it.

THE SURVEY RESULT THEY TELL US ABOUT:

"When buying a multi-vitamin for their children, two out of three mothers chose One-A-Week brand."

THE PART WE'RE NEVER TOLD:



Of that number, eight of nine chose it because it's the only brand with a child-proof cap that the average adult is capable of easily removing.

THE SURVEY RESULT THEY TELL US ABOUT:

"Among those who try Prylenol once for headache relief, 66% choose it as their regular brand."

THE PART WE'RE NEVER TOLD:

However, all 66% are miffed they must keep taking it on a regular basis, since they still have a headache.

THE SURVEY RESULT THEY TELL US ABOUT:

"We asked 1000 doctors what medication they would want to have with them if they were stranded on a desert island, and 38% chose new Triccadinol."

THE PART WE'RE NEVER TOLD:

However, 54% of the doctors asked chose birth control pills because they would also want to have their office receptionists along with them.

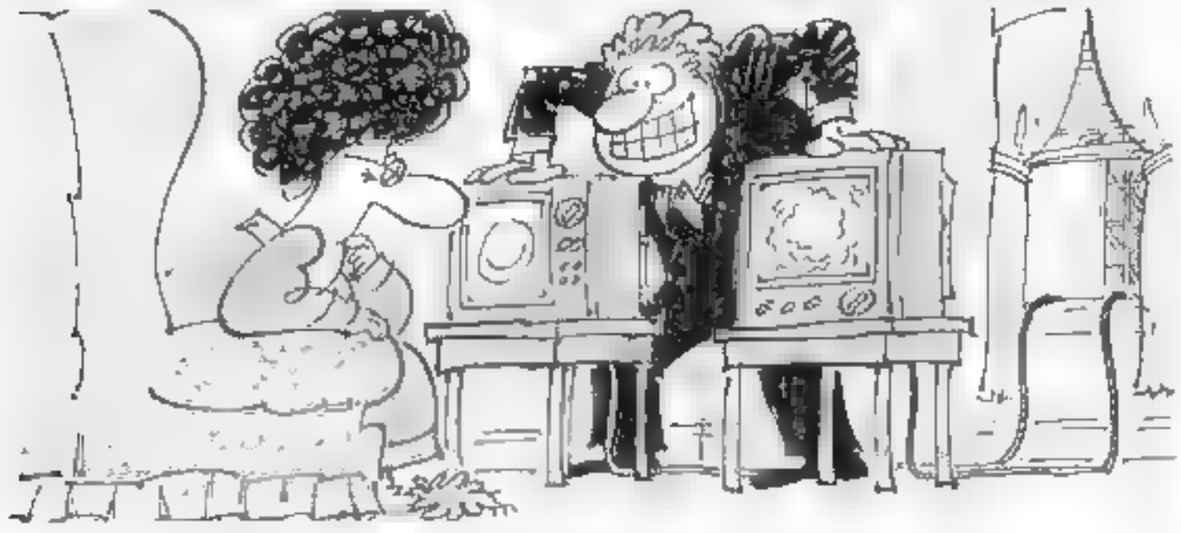
THE SURVEY RESULT THEY TELL US ABOUT:

"We've been a-talking to cowboys around the rodeo circuit and eight out of ten told us they prefer chewin' a smokeless tobacco like Old Stockholm."

THE PART WE'RE NEVER TOLD:

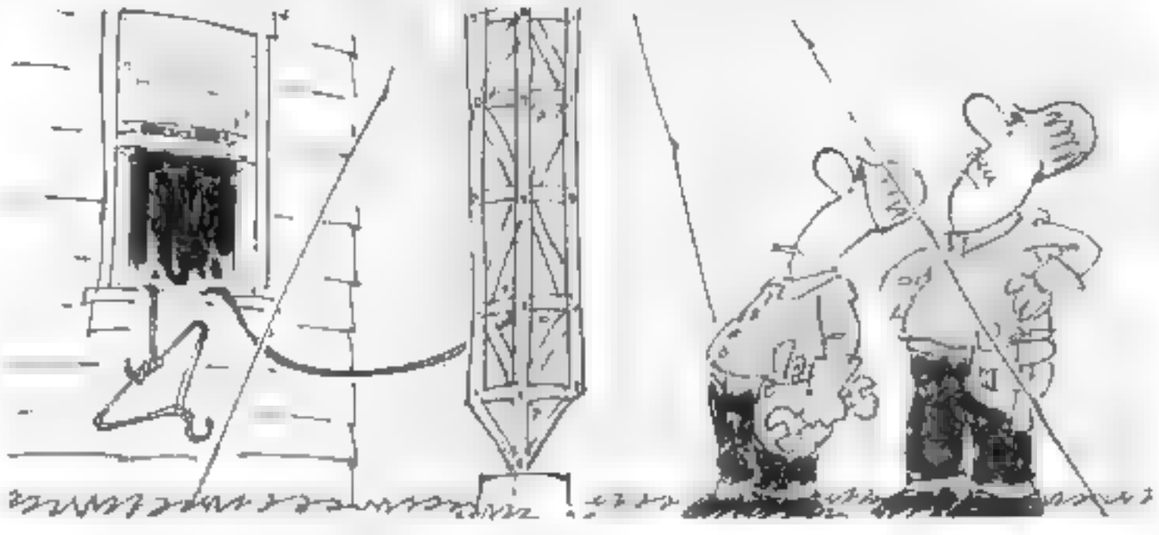
It would have been more than eight out of ten but they didn't count the guys who died of gum cancer caused by chewing tobacco during the interview.

THE SURVEY RESULT THEY TELL US ABOUT:



"In an impartial comparison test, nine out of ten viewers said the 1988 Slobbovia TV had a sharper picture than the most popular Japanese import."

THE PART WE'RE NEVER TOLD:



Preparations for the test were also impartial, except that they connected the Slobbovia to a 40-foot antenna, and the import to a dinky wire coat hanger.

THE SURVEY RESULT THEY TELL US ABOUT:

"For sound, restful sleep, more cold sufferers pick Nite-Out than all other cold medications combined."

THE PART WE'RE NEVER TOLD:

However, even *more* cold sufferers pick Shallow Wine, which tastes better and costs less. They don't mention that because, technically, booze isn't a medication.

THE SURVEY RESULT THEY TELL US ABOUT:

"Among new car shoppers interviewed at random, the majority said that they plan to buy a 1988 Hugo."

THE PART WE'RE NEVER TOLD:

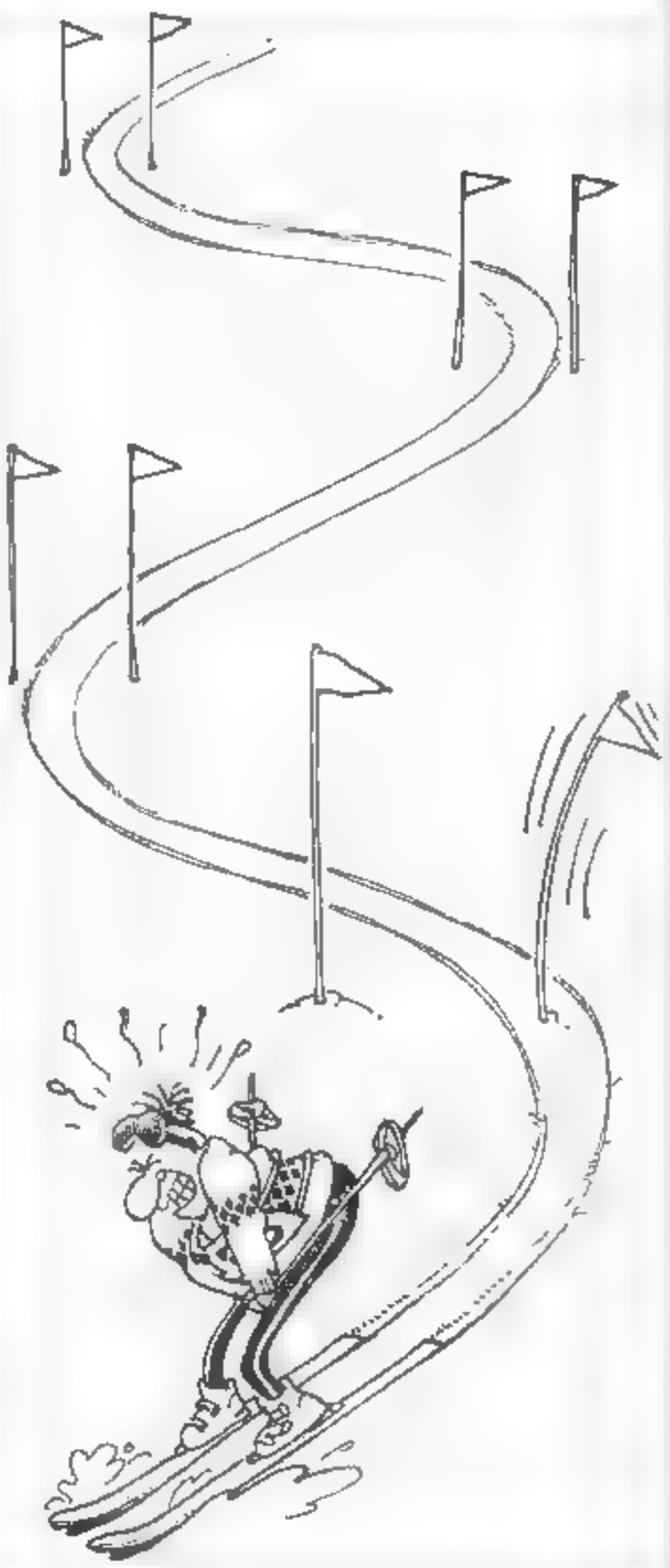
These random interviews were held in Belgrade, where the Hugo is the only new car on the market the average worker can ever hope to afford.

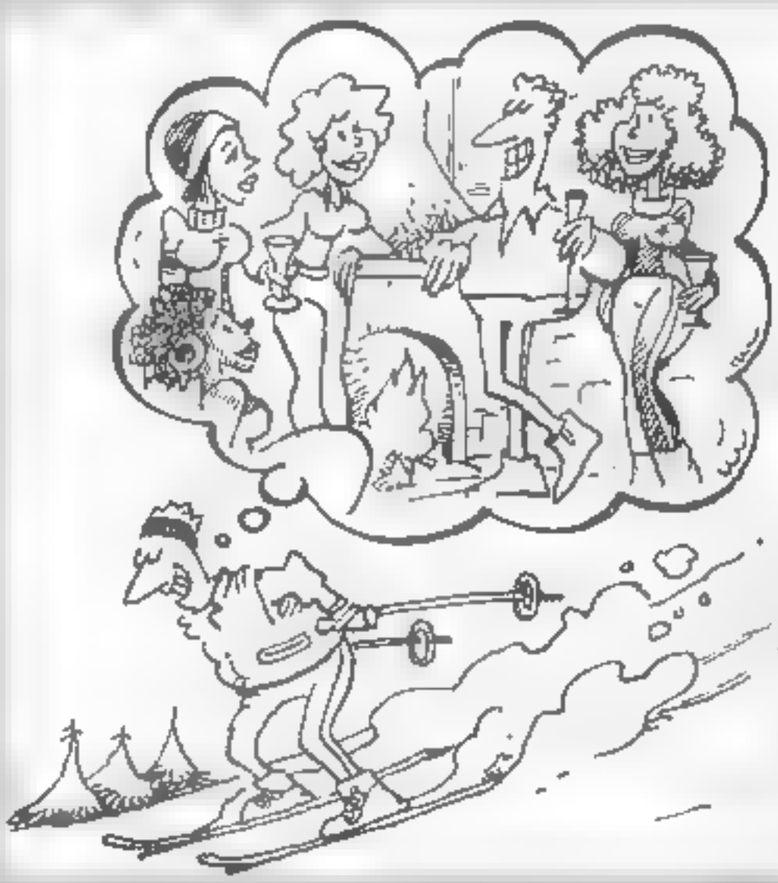
SERG-IN GENERAL DEPT.

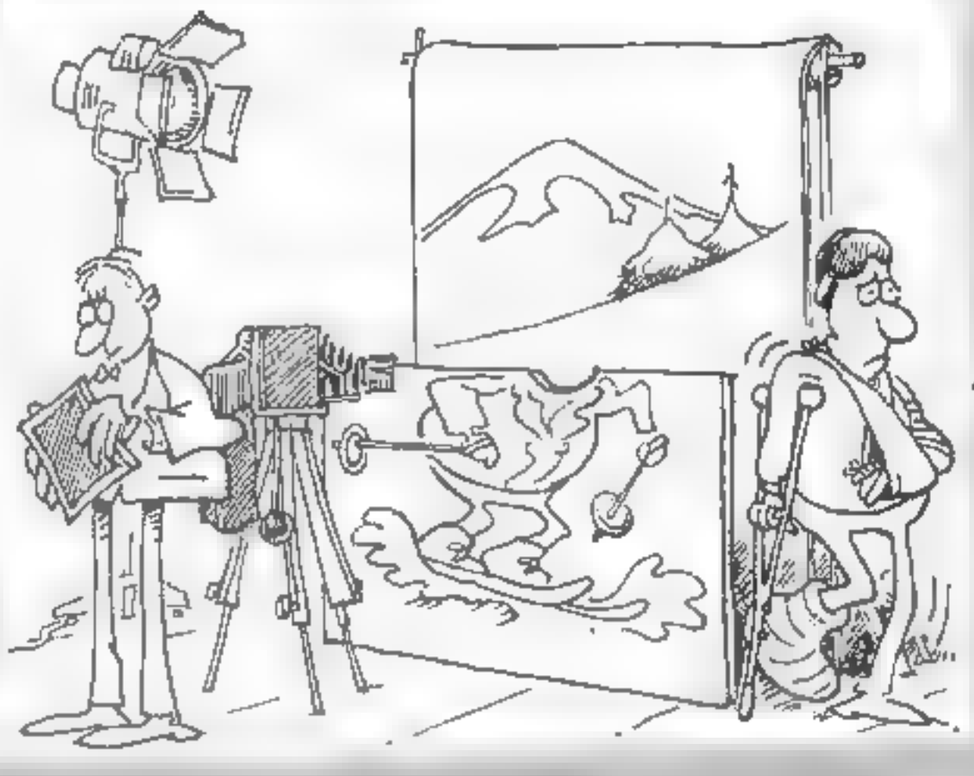
A MAD LOOK

ARTIST AND WRITER: SERGIO ARAGONES

AT SKIING...

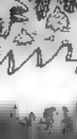






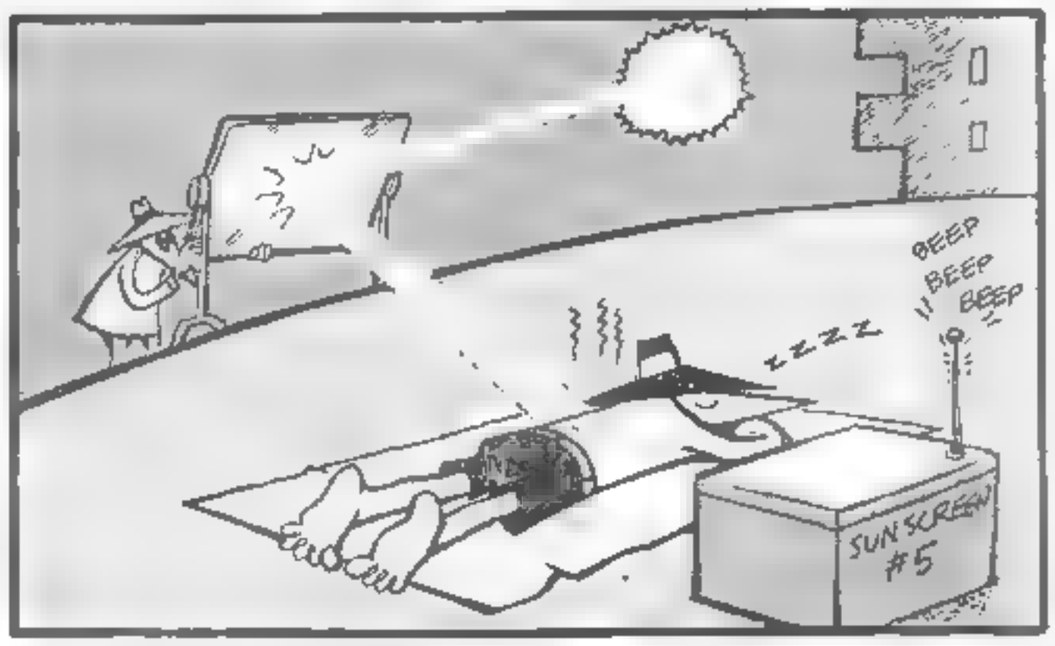
Comme
Christmas C
FOURT
Mailed
cards
$1,000 CLUB
Cabbage Patch
paraphernalia
THE UNITED STATES OF AMERICA
ONE THOUSAND
12TH CONSECUTIVE YEAR
Overloaded electrical sockets
by the tree and no fire
12 YEARS OF
UNEATEN FRUIT CAKES
IN CELEBRATION
OF MERCHANDISING
10,000th Garfield gimmick
10,000

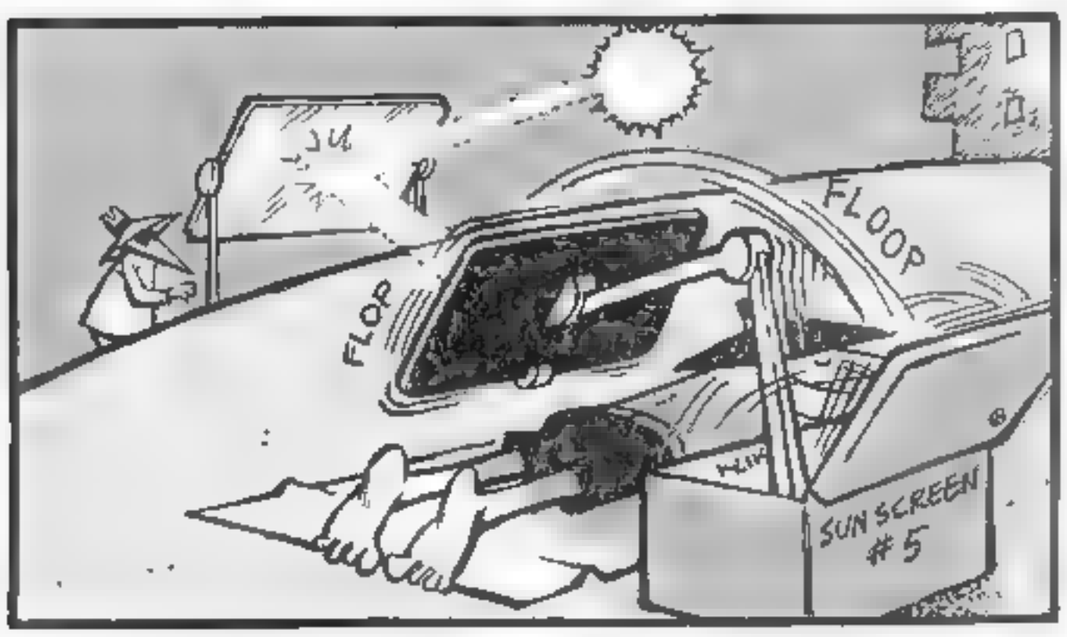
norative Ornaments

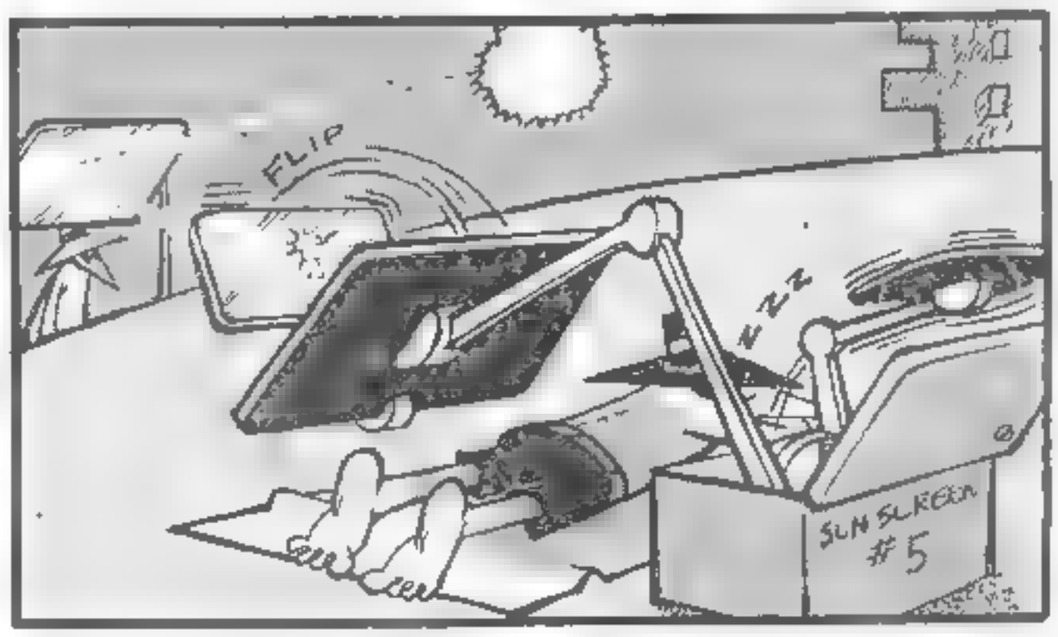


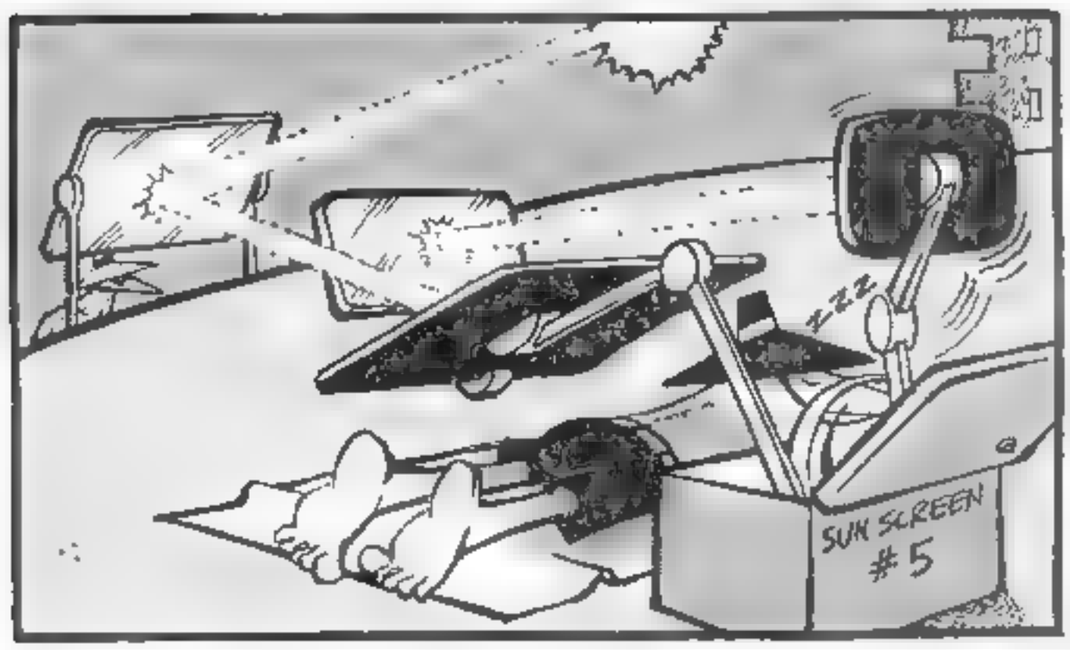
SPY vs. SPY

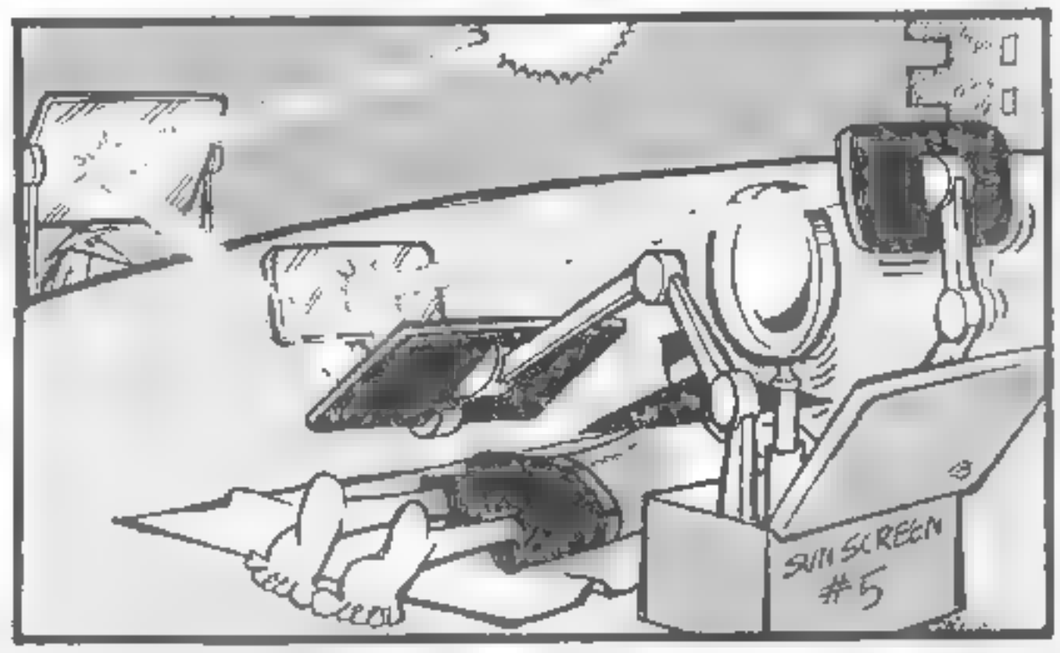
SUN SCR
#5

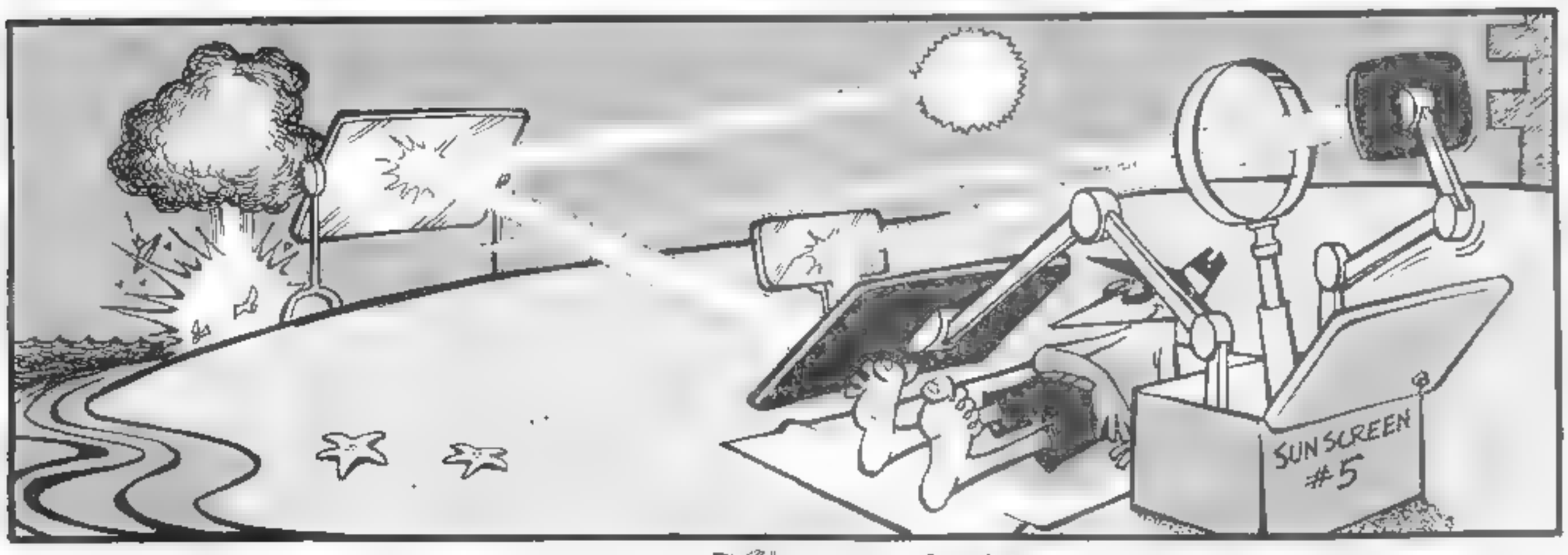

BEEP
BEEP
BEEP
ZZZZ
SUN SCREEN
#5


FLOP
FLOOP
SUN SCREEN
#5


FLIP
ZZZ
SUN SCREEN
#5


ZZZ
SUN SCREEN
#5


SUN SCREEN
#5


SUN SCREEN
#5

There was once a classic television show called "The Untouchables." It had powerful characters and crisp dialogue, and it entainingly chronicled a feeling of what Chicago was like during the time of Prohibition. It became a cult favorite! Wouldn't you think Hollywood execs would leave well enough alone and keep a classic "untouchable"? Hoo-Hah! Get real! Not when there's mega-bucks to be made! They went ahead and made a feature film version of that popular series! For those who fondly remember the TV show, this new cast isn't the "Untouchables." They're more like...

THE UNWATCHABLES

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN

Welcome to **Chicago**, 1931! It is a city of **violence** and **corruption**! It is a city run by **gangsters**! There's only **one man** who can put a **stop** to this! Unfortunately, **Superman** won't be created for another **seven years**! So, we'll have to **settle** for the **chump** here on my left!

Hi! I'm **Elliot Nice**! I'm a **clean-cut, square, idealistic Treasury Agent**! If **J. Edgar Hoover** and **Snow White** ever had a child, it would be **me**! I'm **new** in Chicago and have a **lot** to **learn**! All I know is I will try to live up to the **Treasury Agent's oath**: "An agent is **trustworthy, loyal, helpful**—"

That's the **Boy Scout** oath, idiot!

Oops! **Sorry**! I **told** you I had a lot to learn! Anyway, **just as well**! That Boy Scout oath is too **dirty** for **us**!

Hi! I make a film every **fifteen years** or so! Perhaps you remember me from ***American Graffiti***! In that film, I was a **nerd** with a **Chevy**! My career has come a **long way**! Now I'm a **nerd** with a **tommy gun**!

I'm **Al Capon**! I'm **powerful** and **ruthless**! I'm the **King of Chicago**! I own the **Mayor**! I own the **cops**! I own the **courts**! Obviously, the only thing I **don't** own is a **calorie counter**!

Mr Capon, they say that you're running illegal booze and whiskey into Chicago!

Gentlemen, I do nothing illegal! I am simply a "businessman"— giving the public what it wants!

What about all the violence?

Can I help it if a large portion of Chicago likes having dynamite in their pants?

NITTI

GRITTY

I'm a little nervous about my first day on the new job!

You'll be fine, dear! I packed you your favorite lunch box!

Honey ! I be facing tough street cops! May be we better not go with the Daisy Duck lunch box!

Do we dare use the Shirley Temple thermos?

Why not! I'm in a feisty mood!

I'm the new treasury officer in charge of this squad! From now on we must be good, pure and virtuous! I'm here to stop the constant flow of illegal liquor!

From out of the country to Capon's warehouses?

No, from your pocket flasks to your mouths!

Sir, can we have a few last slugs to get us through the depression?

The Depression won't be over for eight years!

We're talking about the depression caused by your speech!

LESS FILLING

TASTES GREAT !!

Nice got a tip that there was an illegal shipment coming in from Canada!

Of what...illegal UMBRELLAS???

Nice goofed! This could be the biggest blunder in Capon history!

Well, actually we may have to wait half a century.. until Geraldo Rivera tries to open Capon's vault on national TV!

Hi! I'm a grizzled police veteran!

I'm a blundering federal agent!

Me lad, don't toss yourself off this bridge!

Don't worry! I'm too square to commit suicide! But I am depressed enough to litter!

Begorrah!! A guy who lives on the edge!

LOX NESS

Malarky, I want you to help me get Capon! I need a small group of hand-picked men!! You're tough and you know Chicago! Come work with me, Malarky!

Mr. Nice I'm too old! Too tired!

There will be fame! Recognition!

Forget it! My heart will give out...or my brogue! Nothing is worth it!

C'mon Malarky, you'll be a hero!

Lad, nothing you can say can make me change my mind!

It'll be the most acclaimed role you've had since the James Bond films — and will make people forget "Outland"!

When do we start?

NEVER SAY NEVER

12 ANGRY MEN

MISS

1

WINDOW FACTORY

You must have the wrong office! The "Bureau of Wimps" is down the hall!

I'm Oscar Wallup! I'm an accountant from Washington! I think we can nab Capon on Income Tax evasion! I've discovered some "irregularities" in Capon's return!

Like what?

Like, he hasn't filled out any!

IRS

If you want to get Capon, you're going to have to change your goody-two-shoes ways to the "Chicago Way"!

The Chicago Way? What's that?

Simple! If Capon pulls a knife, you pull a gun! If he slices off a finger, you chop off a head! Do you get it, Mr. Nice?

I think I do! So, if he says, "So's your old man!" I say, "Ah, your mother wears combat boots!"

Hmm I think we still have a lot of work to do!

BLIND PEW

We are recruiting men for our hand-picked group and need one more guy!

We need someone who is rugged, a deadeye marksman, and mainly, someone who'll blend in with Elliot Nice here!

What the heck does that mean?

He should be monotone, lack personal magnetism, and speak in wooden sentences!

I think George Stony here is your man!

HA HA

POLICE ACADEMY TOO

OKAY, WE'VE GOT OUR TEAM! NOW, LET'S NAB CAPON AND CLEAN UP CHICAGO! NOTHING CAN STOP US!

What a group! A wet-behind-the-ears treasury agent, an over-the-hill cop, a wimpy accountant and a stone-faced kid straight from the academy!

They've got all the personal magnetism of the stockyards during a heatwave!

Stop Capon??! I don't think they could stop a yawn!!!

Just who are they?

The Unwatchables! A new law enforcement group! They are above reproach!

Really? Then how come they're jaywalking???

TAXI

TAXI DRIVER

This federal boy scout is starting to annoy me. I'm gonna lean on him!

You mean "kill" him, Boss?

No! Lean on him! With my incredible weight, I'll kill him without leaving any prints! But first, I'll go into training and fatten myself up a little at a banquet tonight!

RAVIN' BULLY

How come Al bashed Carmine's head in?

Carmine said the wrong thing! It got on Al's nerves!

You mean he squealed to the Feds?

No! He asked Al if he could go halfies on his Lasagna!!!

GODFATHER I

GODFATHER TOO

I thought Al invited us here to "break bread"!

You misread the invitation! It said "to break head"!

Poor Carmine! He had a good head on his shoulders!

Yeah, now it's in the soup!

Y'know I'm getting a little worried!

About what?

Al said he'd like this meal to go nine innings!

PINE TAR

CORK

BANG THE BUM SLOWLY

Just like I told you! Capon's men smuggling Canadian whiskey across the border!

What a curious plot development! Isn't the audience wondering why the Mounties aren't capturing them?

I think they're too busy wondering how four city guys can suddenly ride horses like rodeo champions!

CHARGE!

Malarky, I'm getting concerned!

That Capon's henchmen will overpower us?

No, that a certified public accountant is the toughest guy in our group!

Look! They "hit" our key witness and brutally murdered Wallup!

NOW I'm mad...!

Really? It's hard to tell! Both corpses are showing more emotional range than you are!!

DEATH AND TAXES !!

Those Federal Agents are **harassing** me! I'm an **ordinary citizen!** A **peaceful, opera-loving man!**

What is it you like **best** about the opera, Mr. Capon?

I love the **music!** I love the **libretto!** And mainly, I love the fact that while I'm **here** I have an **alibi** for the **"hit"** that's taking place across town!

A NIGHT AT THE OPERA

KING OF COMEDY

Capon! You **killed my friend!** You're going to **pay!**

You ain't got **nuttin'** on me, **Fed! Nuttin'!** But, okay! You want a piece of me?! **You** start it!

Okay, how's **this! Your mother wears army boots!**

Geeze! **Two clowns** in one evening! At least the one in the **opera** is **entertaining!**

I *gasp.* **I need** something **desperately** before I die!

Your **Saint Jude medal?**

No! A **martini! Shaken,** not **stirred!**

Hmm! Once a role becomes a "classic" there's no **letting go,** is there?

You Only Die Once!

Stony, with Malarky and Wallup dead, it's up to **you** and **me** to grab a **key witness** leaving on the 7 PM train from Capon's protective custody! It's our **last chance** to put Capon away! But I have a dilemma! We also have a **blundering mother and baby** who need our help at the same time!

What are you gonna **do,** Mr Nice?

Pray for your **bullseye marksmanship...** but mainly, for a **slow motion scene!**

My **prayers** have been **answered!**

Potemkin

Al Capon, you are guilty of **income tax evasion, bootlegging, bribing a jury** and becoming so **fat** you are causing **undue stress on the topography of the State of Illinois!** I hearby sentence you to **eleven years** in the federal penitentiary!

You can't do this to me! I'm **Al Capon!** I'm **AL CAPON!**

Add **over acting** to the charges! Make it **twelve years!**

CROSS DE PALMA WITH SILVER LEGS

Mr. Nice, I just wanted to **thank you** again for **saving** my **baby** back in the **train station!**

As a treasury officer, I was only doing my **duty!** Saving your baby has made the world a **better, more decent** place! By the way, what's the baby's **name?**

Why, it's Jimmy! **JIMMY HOFFA!**

TICK TICK TICK

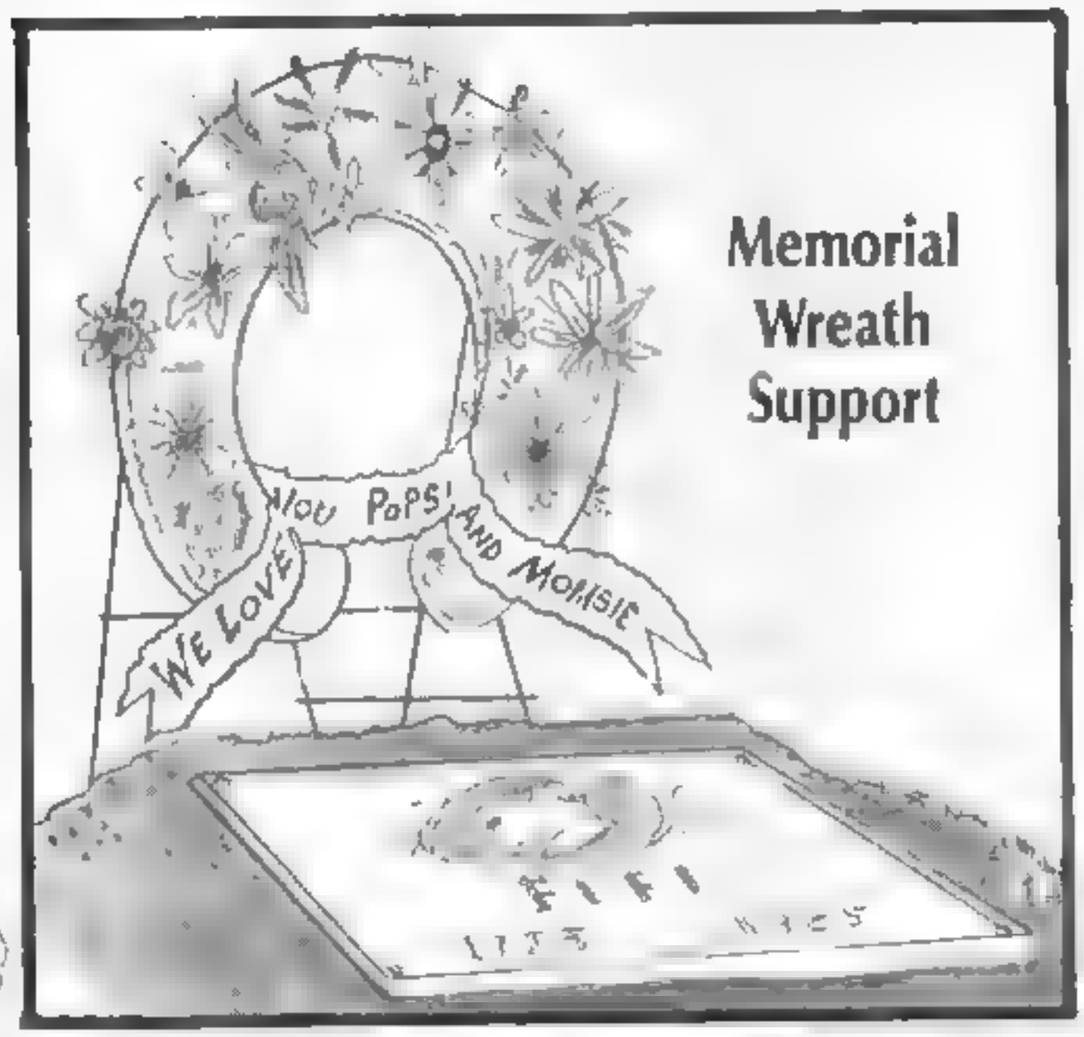
THE CAR IS A BOMB

LEAVE NO THRONE UNTURNED DEPT.

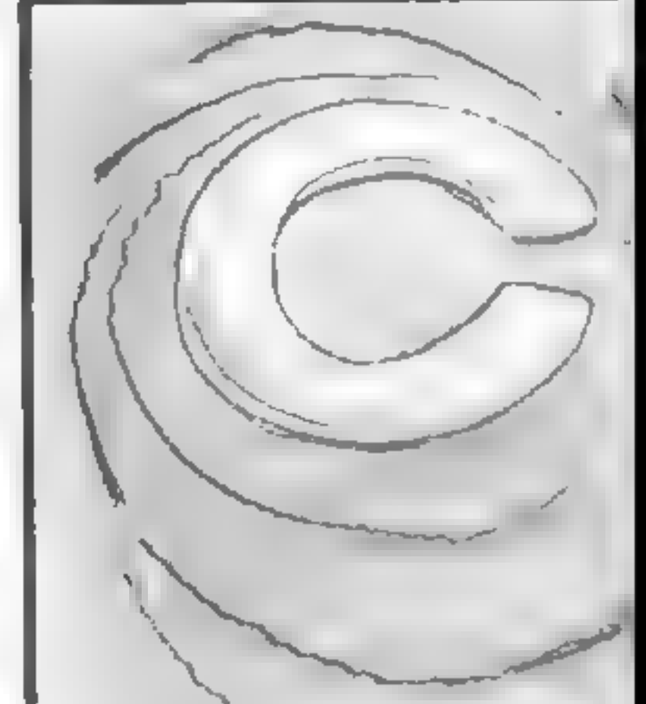
RECYCLING TO

Shampoo Neck Brace

Baby Walker

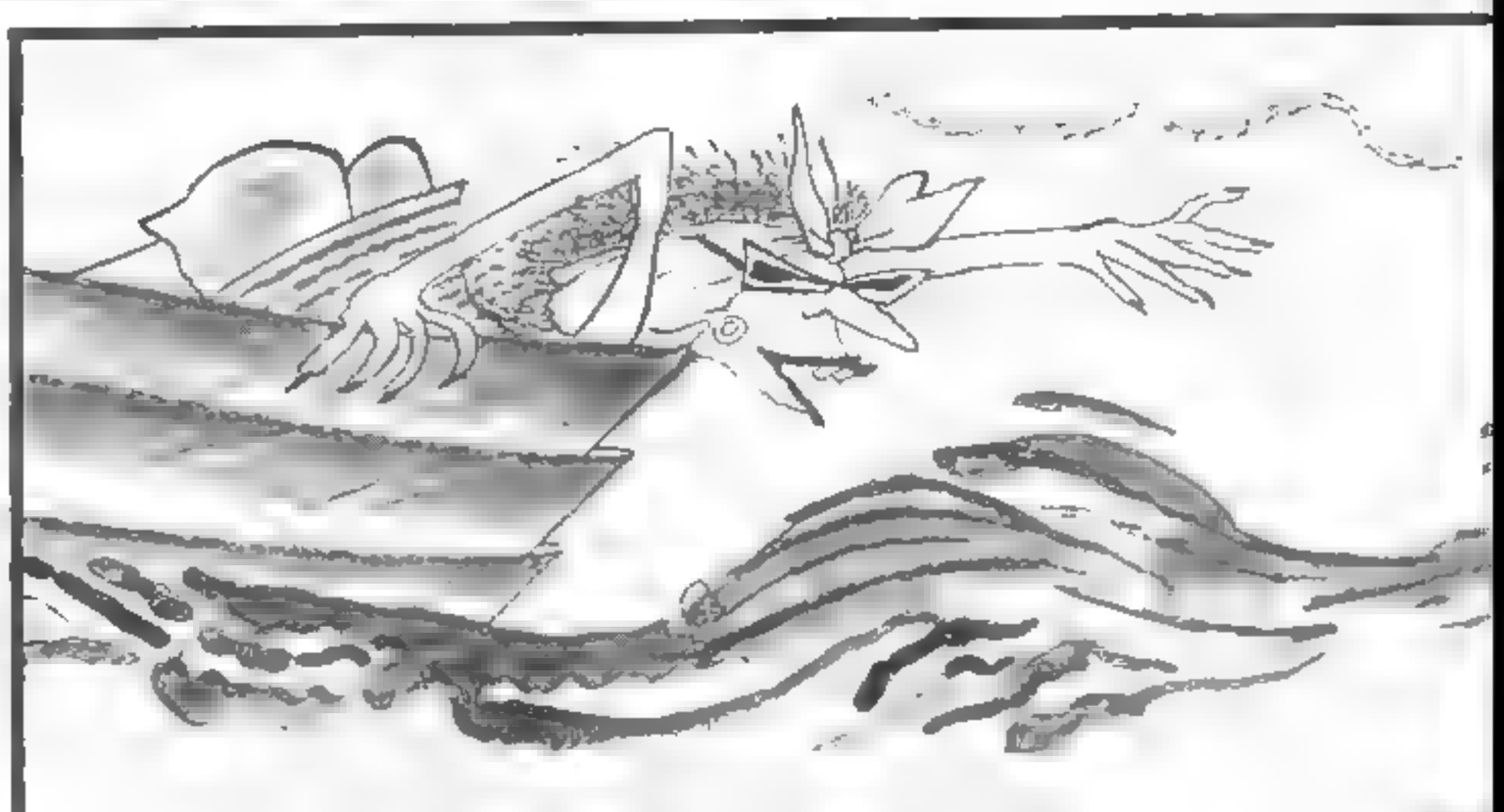


Memorial Wreath Support



Short Distance Boomerang

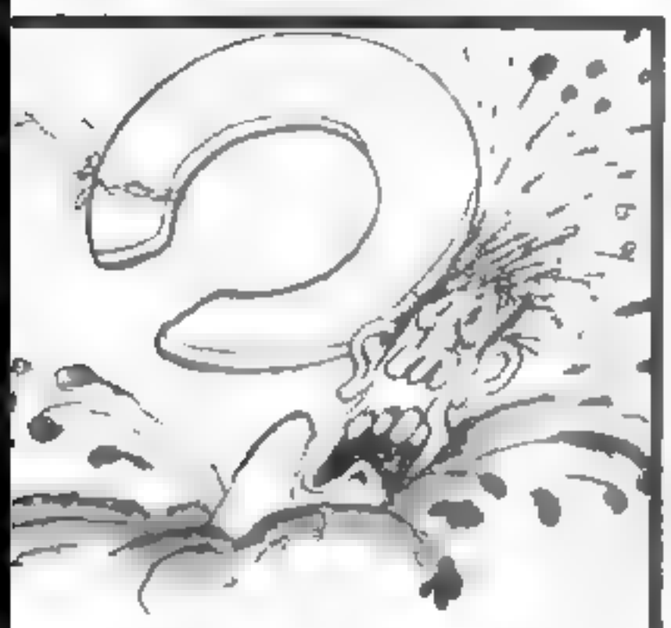
Snow Shoes



OILET SEATS

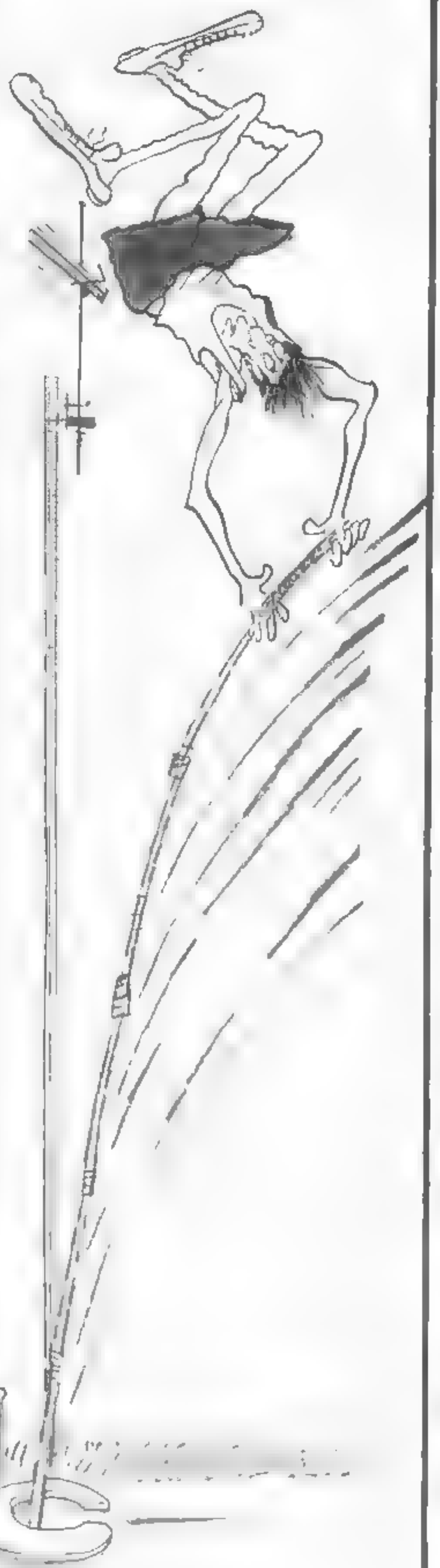
ARTIST AND WRITER: PAUL PETER PORGES

Hanging Plant Holder



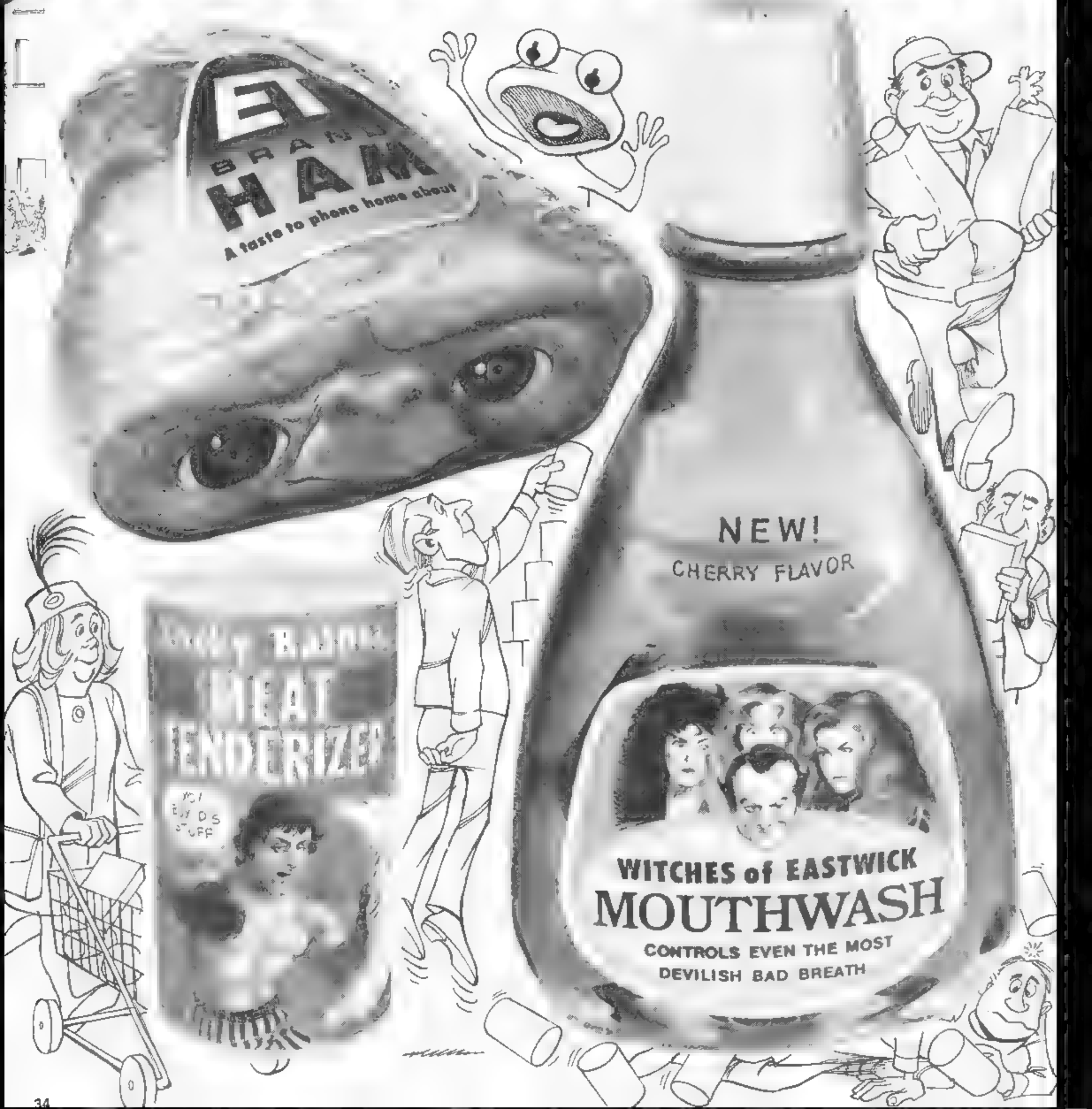
Life Saver

Pole Vault Take-Off Brace

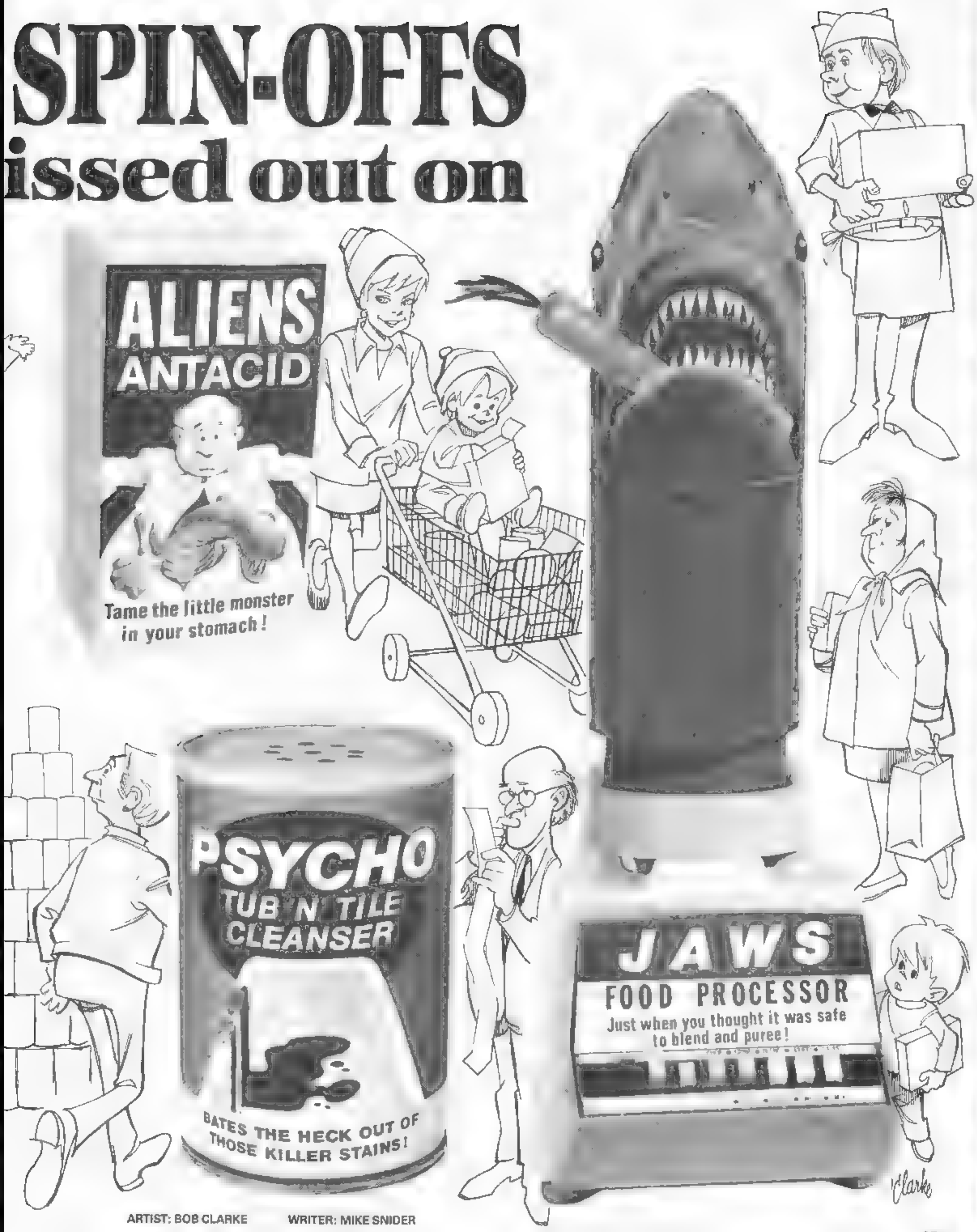


CLASH OF THE TIE-INS DEPT.

MERCHANDISING that HOLLYWOOD m



SPIN-OFFS
issed out on



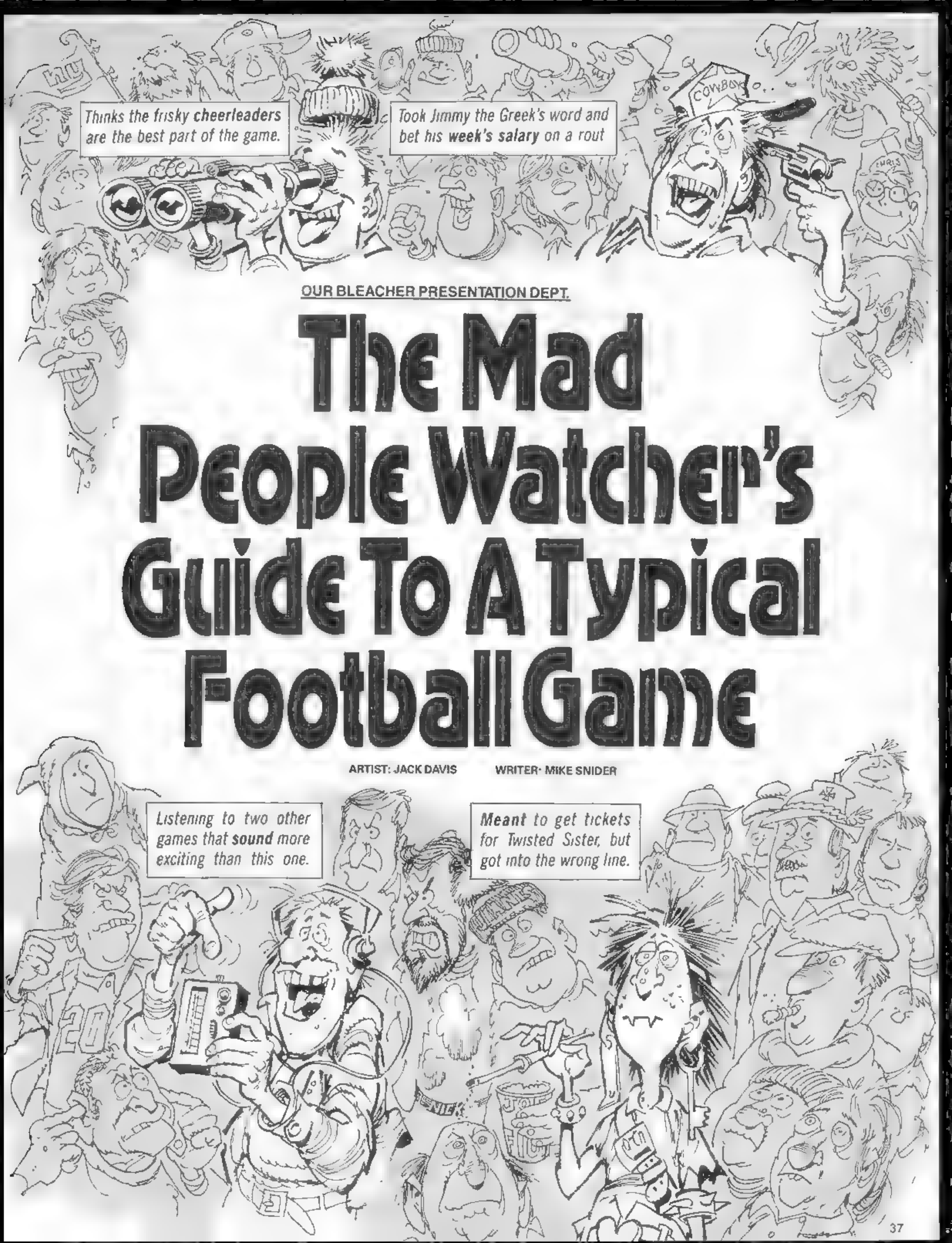
ARTIST: BOB CLARKE WRITER: MIKE SNIDER

GREMLINS
MICRO·WAVE
OVEN CLEANER
From an Ancient Chinese Formula!
Nightmare
ON ELM STREET
NO-DŌZ PILLS
YOU CAN'T GO TO SLEEP ...'CUZ FREDDY'S BACK!
R2D2 TRASHCAN
HELP KEEP OUR UNIVERSE CLEAN

OUR BLEACHER PRESENTATION DEPT.

The Mad People Watcher's Guide To A Typical Football Game

ARTIST: JACK DAVIS WRITER: MIKE SNIDER


Thinks the frisky cheerleaders are the best part of the game.
Took Jimmy the Greek's word and bet his week's salary on a rout
COWBOYS
Listening to two other games that sound more exciting than this one.
Meant to get tickets for Twisted Sister, but got into the wrong line.

*Has to go **this** time— long lines or not!!*

*Trying to pretend he **isn't** the idiot who, as 50,000 people now know, left his headlights on*

REST ROOMS

*Hates football, is just building up "comp time" for the next ballet **he** doesn't want to go to.*

*Still **miffed** over that "intentional grounding" call in the first quarter.*

*Thinks people **can't get enough** of a good Howard Cosell impersonation.*

HOT DOGS

*Can't enjoy football without instant replays and **beer commercials.***

***Only** comes to sporting events so that she can do "the **Wave.**"*

*Likes the way #47's **buns wiggle** whenever he goes out for a pass.*

Waiting for just the **right moment** to hurl his large Coke into the lower deck seats

Has his "beat the crowd" exit timed down to the last **second.**

Mistakenly believes that everyone admires him for his **spirit.**

Just realized he blew **$100** on tickets, parking and a sitter—for a game that's 3-3 in the 4th.

Wishes he **were** the kind of guy who could stand up and deck an obnoxious stranger.

Knows a play formation that could break the game wide open —if only they'd just **ask** him!

Stopped caring about the game—or anything else—**3 beers ago.**

Knows that although the Goodyear blimp has never **actually fallen** into a stadium, there's a first time for everything!

FUN-RAISERS DEPT.

CHARITY D

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

Florida's Senior Citizens Desperately Need Pastel-Colored Slacks!

YOUR GIFT OF GARISH PANTS CAN HELP THEM FULFILL THEIR DREAM TO LOOK RIDICULOUS!

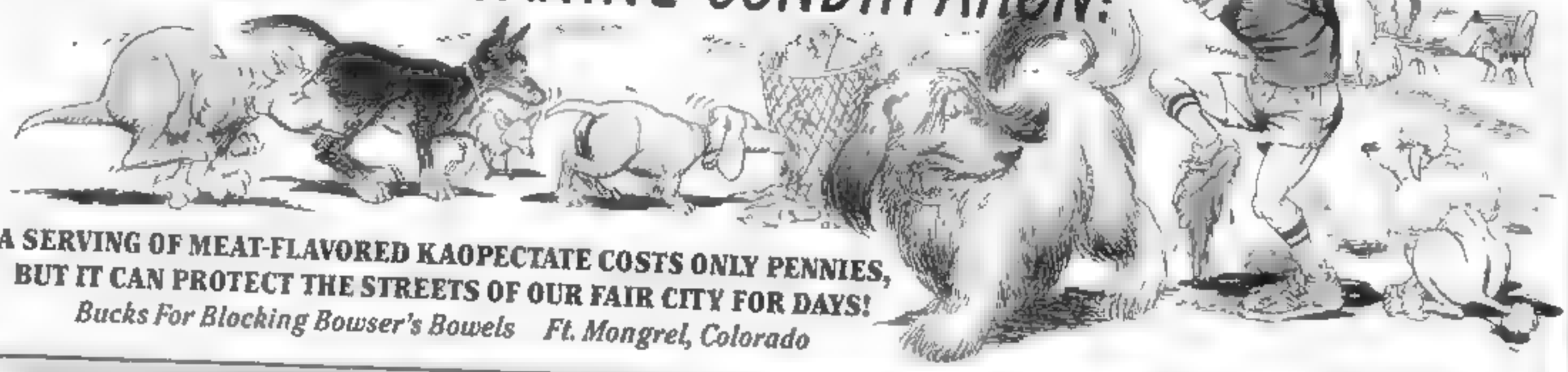
The Turquoise Tush Society Balmy Palms, Fla.

PRESERVE OUR SANITY! SILENCE ELEVATOR MUSIC!

DRAGGY INSTRUMENTALS IN PUBLIC PLACES ARE PREVENTABLE! HELP OUR STRIKE FORCE SMASH A LOUDSPEAKER IN YOUR NAME!

Send Your Contribution To
Fewer Operas For The Masses, Inc
Sleepy Hollow, N.Y.

STOP SLOGGING THROUGH DOGGIE-DOO! HELP PROMOTE CANINE CONSTIPATION!



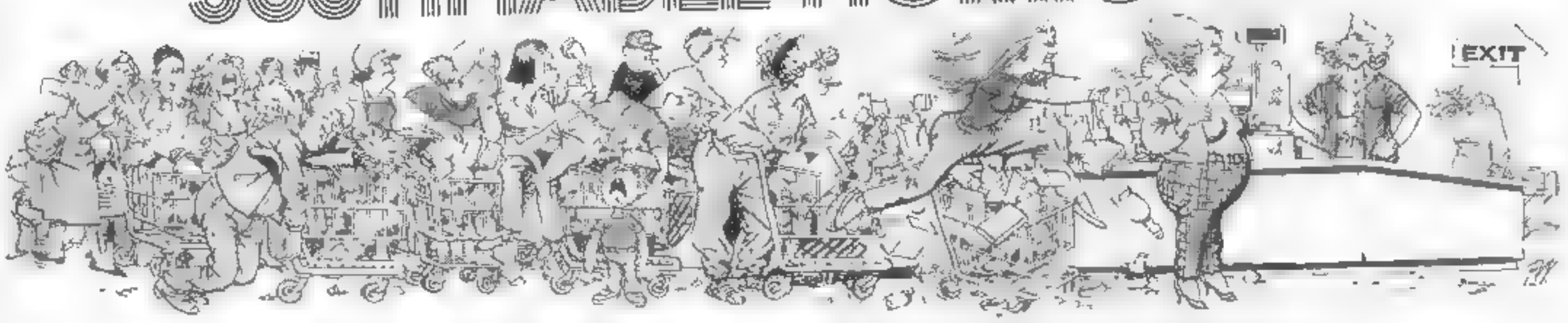
A SERVING OF MEAT-FLAVORED KAOPECTATE COSTS ONLY PENNIES, BUT IT CAN PROTECT THE STREETS OF OUR FAIR CITY FOR DAYS!

Bucks For Blocking Bowser's Bowels Ft. Mongrel, Colorado

RIVES WE'D LIKE TO SEE...

STRANGLING CHECK-OUT COUNTER DAWDLERS IS

JUSTIFIABLE HOMICIDE!



GIVE NOW TO SUPPORT RATIFICATION OF THE SHOPPERS' RIGHTS AMENDMENT!

Sponsored By: Mothers For Mayhem Washington, D.C.

George Steinbrenner

NEEDS YOU!

Dig Deep To Help George's "New York Yankees" Acquire The Power Hitter They Desperately Need!

Mail Cash Or Check To:
Bronx Bombers' Restoration Society, N.Y., N.Y.

SAVE THIS WRETCH FROM HUMILIATION WITH YOUR GIFT OF COUGH DROP MONEY!

A MERE 69¢ CAN SILENCE A CHRONIC HACKER THROUGH A WHOLE DOUBLE FEATURE PROGRAM!

WON'T YOU HELP?

Crusade Against Theater Coughing
Barkers Gap, West Virginia

GET...
Boring Grammar Classes Took Out of Our Schools REAL QUICK!

THE CASH YOU GIVE AIN'T WASTED WHEN IT CAN'T BUT HELP LET SCHOOL BOARDS KNOW WHERE YOUR SENTIMENTS ARE AT!

The U.S. Council For Good Enough Talk
Dangling Participle, Oklahoma,
Is Whereabouts To Send Your Donation To

SAVE THE WIMPS!

A $27 POLO SHIRT WITH AN ALLIGATOR ON THE POCKET MAY CONVINCE SOME NERD THAT HE'S REALLY A HUNK!

WIMPISHNESS IS CURABLE! GIVE TO STAMP IT OUT!

Big Buddies Of Little Twerps, Inc
Man Mountain, Tennessee

TAKE YOUR REVENGE AGAINST JUNK MAIL SENDERS! GIVE GENEROUSLY TO SWAMP *THEM* WITH JUNK MAIL!

Your $20 Donation Will Send 116 Unwanted Catalogues To The Same Oafs Who Have Been Sending Unwanted Catalogues To You!

Sponsored By: "Occupants" United, Bulkrate River, Oregon

SEND AN UNDERPRIVILEGED FAMILY MAN TO LAS VEGAS

Two Weeks A Year, They Can Get Time Away From Their Jobs, But Only You Can Help Them Get Away From Their Families!

DOLLARS FOR DREARY DADS
Hotel Whoopies—Suite 314 Las Vegas, Nevada

MUST THIS GRUBBY LITTLE KID GO THROUGH ANOTHER WINTER WITHOUT A HANDKERCHIEF?

GIVE TO ELIMINATE THE DISGUSTING SIGHT OF CHILDREN WIPING THEIR NOSES ON THEIR SLEEVES!
Dollars To Defeat Drippings, Nasal Springs, N.J.
"Mopping The Nostrils Of The Needy Since 1928"

MAY THE "SCHWARZ" BE WITH YOU DEPT.

A man-eating alien creature? Wow! A fight to the death between the alien and one last survivor of his rage? Hoo-boy! Such an original premise! It's already been done! This creature isn't a Predator, he's just like his...

PREDECESSOR

Ditch, how come you're lifting that truck?

Because is a pick-up truck! What else I supposed to do with it? Besides, I pick up anything that lets me pump iron and show off my big belching biceps!

Hack, why'd you bring two dozen razors on this mission?

Ditch said we should all be prepared for a few close shaves!

Does anyone know why they picked Ditch for this secret mission?

Yeah, because Chuck Norris and Sylvester Stallone have already done this plot!

ARTIST: JACK DAVIS WRITER: DICK DEBARTOLO

Save some food! Under the conditions provided for by the Geneva Convention, we have to feed the hostages!

I wouldn't want to break Geneva Convention regulations! Let's just shoot them all so we don't have to share!

Hey, guys, am I seeing things or is that pick-up truck coming right at us?

Sure looks that way! Maybe some idiot thinks this is a drive-in restaurant!

Well, you leave the tip— I'm getting my butt out of here!

Okay, men, zis attack is ofer! Vas is the casualty count?

We killed all 23 of them, leveled their compound, destroyed all their weapons, and blew up all their ammunition! Our side suffered a scraped knee!

A scraped knee! Damn! I vas hoping we'd get off scotch free! No vonder they sez "War is hell!"

Sir, I found this young native woman hiding in the bushes!

Kill her!

But why?

Hey, someone's got to pay for that scraped knee! As my old commander, Gen Fiasco would say—"An eye for an eye, a tooth for a boo-boo!"

Less just take her along wit us and make her listen to our shtupid, macho dialogue!

We can't do that! "Torture" is against Geneva Convention agreements!

There's a lot of that going around!

Sir, we found the crashed helicopter! There's a few bodies, and they've all been stripped!

They heff got no uniforms, eh?

Worse than that they have no skin!

I know it gets hot in this jungle, but for them to take off that much is a little ridiculous!

Look, more stripped bodies! I've heard of Club Med, but this place is Club Dead!

There is evidence the C.I.A. has been here, the Russians have been here, and the guerillas have been here! How come?

It's those Frequent Flyer awards! People will go anywhere to rack up that bonus mileage!

Ditch, Gawkins went out into the jungle alone and saw some kind of giant monster!

He must haff been scared out of his wits!

How about scared out of his skin!

There's a lot of that going around!

Do you have this frightening feeling that we're being watched...being hunted down by some alien life force with powers far beyond our own?

Either that or it's the drinking water down here! Man, this stuff can give you all kinds of weird delusions!

I tell you something out there's **stalking** us! I'm **afraid!**

What makes you so sure?

I've got the **eyes** of a **hawk** and the **instincts** of a wolf!

You've also got the **heart** of a **chicken!**

I just saw something **hideous** camouflage itself behind that tree! It looks like an **alien** covered with very **weird, grotesque colors!**

C'mon, what would **Tammy Bakker** be doing in the **jungles** of **Central America?**

Keep firing, men! Pulverize it! Kill it! Wipe it off the face of the earth! But whatever you do, don't over-react!

BANG

BAM POW POW

BAM BOOM

Gawkins, go out in that **jungle** and see what we **shot!**

What **jungle?** After all that "**no over-reacting,**" it's more like a **meadow!**

Your **guns** will **never** be able to kill the **monster!**

Hey! Dis girl dos speak vit der **perfect English!**

That's more than we can say for **you,** Ditch!

The monster comes out in very **hot weather!** It's **ruthless!** It has **no feelings, no mercy** as it preys on **poor, helpless victims!**

Iss sound like ve iss dealing vit der **air conditioning repairman** in der **summer!**

I'll **wrestle** that @#$%&* monster to the floor and **pin him!**

You couldn't do that to **Hulk Hogan,** so what makes you think you can do it to an **alien?**

Maybe I can land a solid **right cross** to the head and **knock him out!**

You couldn't do that to **Rocky Balboa,** so what makes you think you can do it to an **alien?**

Ditch, the monster is getting **closer!** I was less than a hundred yards from here and he **disarmed me!**

He got your **gun?**

No, he got my **arm!**

Don't worry, guys. I've got my mini-machine gun and six more bullets!

Six bullets von't stop dot ting!

The six bullets are for us—one each! Suicide will be quick and painless compared to what the monster will do to us!

Vell, since dot last panel, everyone else is gone! Und I don't stand a chance against zat thing vit all his sophisticated electronic surveillance devices! But vait! It stopped! The monster can't see through a simple, light coat of mud!

Hey slob go get your own @#$%& mud!

And while your at it creep, get your own plot! You're doing "Aliens III"!

The Predecessor vants to engage in face-to-face combat! Good! I know I can win because I've suspended a huge log above his head! That, and suspending any trace of reality or credibility, will give me the hedge I need to destroy him!

KA-WHAM

GUY

BIGFOOT APPEARS THROUGH THE COURTESY OF *"HARRY AND THE HENDERSONS"*

Gee, with all this radio-active dust, I can't find Ditch! Do you see him anywhere down there?

After the creature blasted himself to bits in that nuclear explosion, try looking up! Ditch has gotta be floating around somewhere!

How are you, Ditch? Are you okay?

Idiot, vot do you hexpect after a nuclear explosion? Of course I'm not okay! I scraped my other knee!

ONE EVENING ON SHERWOOD DRIVE

ARTIST: DON MARTIN WRITER: RURIK TYLER

FRANK ON A ROLL DEPT.

TWO FOR THE ROAD

ARTIST: MORT DRUCKER

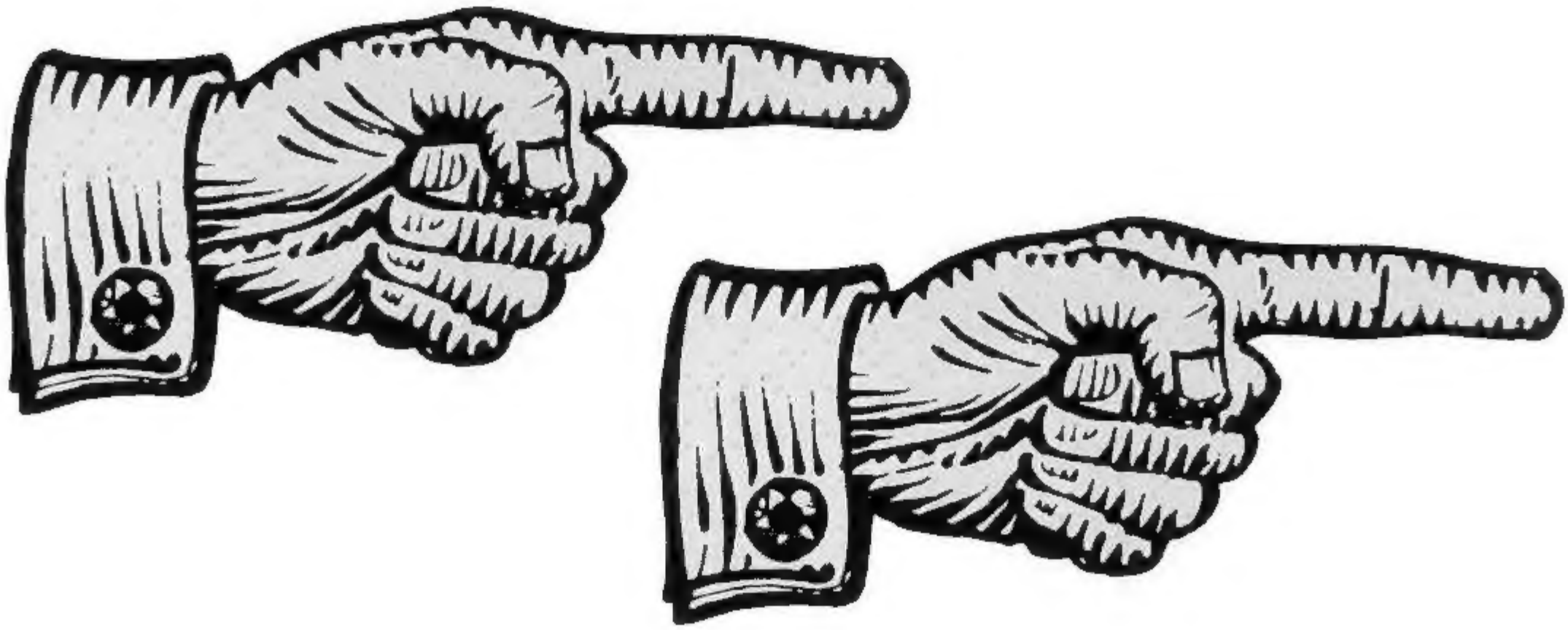
SOON TO BE PLAGIARIZED BY: SEN. JOE BIDEN

WRITER: FRANK JACOBS

The Donkey's very proud to be
The Democratic symbol;
A dedicated beast is he,
Sure-footed, smart and nimble;
But there's one load he's had to bear
That's made the going tough;
Let's hope the Party's now aware
One jackass is enough.

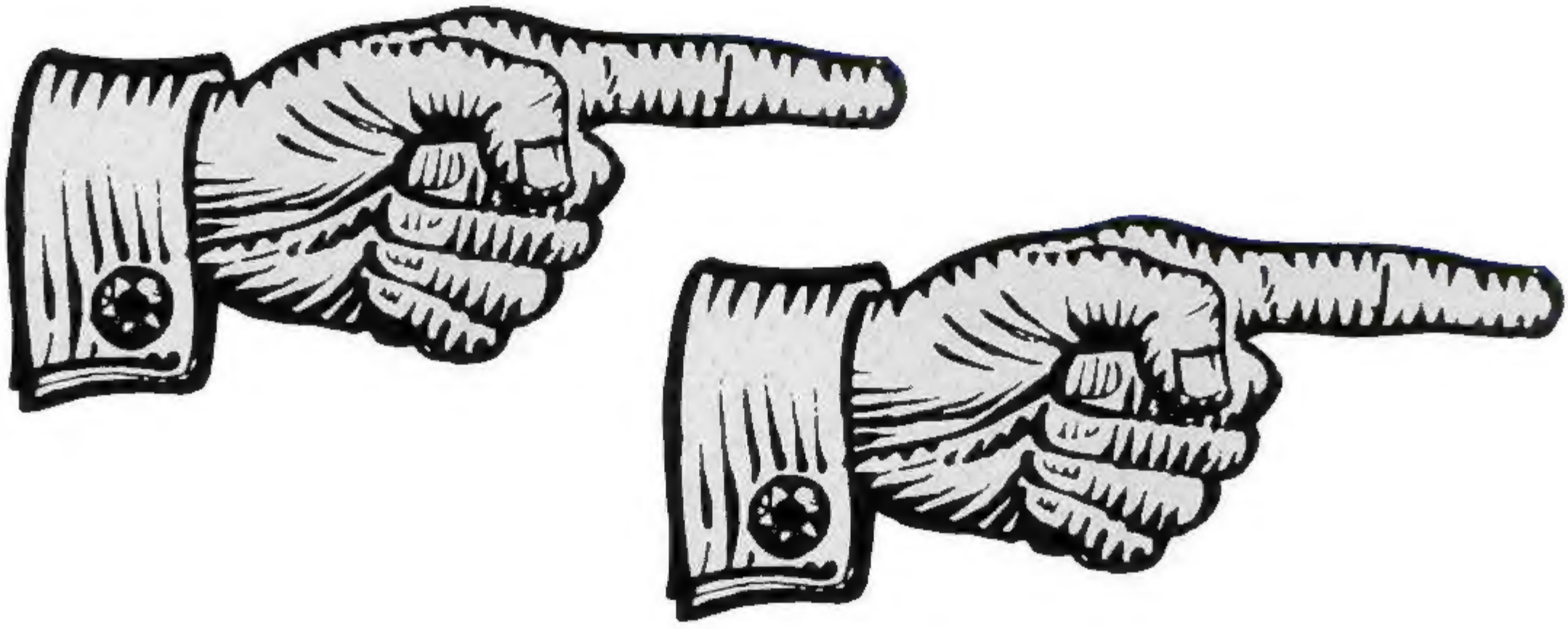
The Elephant has always said
Republicans are best;
But pondering the days ahead,
He's getting quite depressed;
How can he back the Party slate
That's running next November,
When saddled with a Chief of State
Who never can remember?

The Donkey is a basket case,
The Elephant a mess;
Yet both of them are in the chase
And hopeful of success;
With this in mind, it's safe to bet
That come Election Day,
No matter how we vote, we'll get
A turkey either way.



Nothing to see here!

Please skip ahead.



WHAT MENACE IS ZAPPING THE ENERGY OF TODAY'S YOUTH?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

"Tired, listless, wandering zombies" is what best describes today's youth. To find out what's having this profound effect on them, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

LATELY, SCHOOL KIDS ARRIVE SO TIRED, THEY CONFUSE NIGHT WITH DAY. STUDENTS WHO ARE NORMALLY DEDICATED AND AVID SCHOLARS NOW FALL ASLEEP. NOT ONLY ARE THEY LETTING GRADES SLIP IN LESS POPULAR FRENCH AND GERMAN LANGUAGE CLASSES, BUT IN ALL OTHERS AS WELL.

A▸ ◂B

WHAT MENACE IS ZAPPING THE ENERGY OF TODAY'S YOUTH?

FOLD PAGE OVER LIKE THIS!

A ▸◂ B FOLD BACK SO "A" MEETS "B"

LATE NIGHT
WITH DAVID

LETTERMAN

A ▸◂ B

MAD'S CLIP 'N SAVE MONEY SAVING COUPONS

25¢ MANUFACTURER'S COUPON | EXPIRES IF COUPON IS USED 25¢

SAVE 25¢ NOW!

ON **HELLMEANS.**

REAL MAYONNAISE

17562

CUSTOMER: This coupon good only if you buy the following combination of our fine products: One 2-pound jar, two one-pound jars, six 12-ounce jars, four 8-ounce jars and nine 4-ounce jars. RETAILER: Don't come looking to us for your 25¢ back! Look how much mayonnaise we got your customers to buy!

17562

25¢ 37670 551944 25¢

MANUFACTURER'S COUPON | EXPIRES IN 3 DOG MONTHS

SAVE $1.00

on any 200 lb. bag of **ReCycle5®** DRY DOG FOOD

FOR THE HEREAFTER LIFE OF YOUR DEPARTED DOG

RETAILER: Games Dogfood will reimburse you for the face value of this coupon plus 8 cents when accepted in accordance with our redemption policy (which specifically forbids redemption of these coupons). Cash value .0000001.

6200017800

1976/CAS

MANUFACTURER'S COUPON | EXPIRES REAL SOON

20¢ ON ONE

SAVE 20¢ ON ONE CASE OF

Campbell's®

Cream of Leftovers

CONSUMER: Only one coupon can be used in your lifetime. Good only on product indicated, which is no longer made by us. GROCER: You must be able to produce on request, invoices proving purchase of stock equal to the exact number of coupons you turn in, plus the number of lawsuits arising from the health hazards involved in eating this soup. Void where prohibited. Prohibited where void. Void and prohibited where not allowed.

20¢ ON ONE

13579 000001

MANUFACTURER'S COUPON | HURRY! EXPIRES 12/31/86

SAVE 75¢ on ANYTHING ANYWHERE in the WORLD!

COUPON DU JOUR...

CUSTOMER: If you find a retailer dumb enough to redeem this coupon, please notify us immediately as we have 10 million more of them in our warehouse. RETAILER: We will redeem this coupon for the face value providing you pay our normal one dollar per coupon handling fee. Facsimiles of this coupon will be accepted for an additional 10¢ charge.

55167 094437

80¢ MANUFACTURER'S COUPON | EXPIRES WITHOUT NOTICE

SAVE 80¢

on any size of Flavor-Free **TANGY** SORT-OF ORANGY DRINK

Customer: This coupon is good only on product indicated, unless you get a near-sighted cashier, in which case you should be able to redeem it on just about any product in the store! Retailer: Contact General Foods when you have saved up at least $35,000 worth of these coupons, and we'll see what we can do about redeeming them. Mail to: General Foods Corporation, P.O. Box 8888, Cankersore, IL 60902

GENERAL FOODS CORPORATION

RICO 1492 00

768017250 5

MANUFACTURER'S COUPON | EXPIRES UPON PRESENTATION TO CASHIER

SAVE 50¢

on NEW *Kellogg's* **FIBER FLAKES**

with added Fiber Optics

CONSUMER: This coupon must be accompanied by required purchase, which is any size product except those which can be found on your grocer's shelves. It may be not copied or transferred, however, a good tracing may be acceptable. **RETAILER:** Please notify us if you get a lot of people coming in with these coupons so we can start manufacturing this product.

1066 485M

KILLOGGS CORP. Battlecreep, Michigan.

ARTIST: BOB CLARKE

WRITER: DICK DeBARTOLO